

IBM Performance 2011

Smarter Decisions. Better Results.



Closer to your customer

Koenraad De Cock

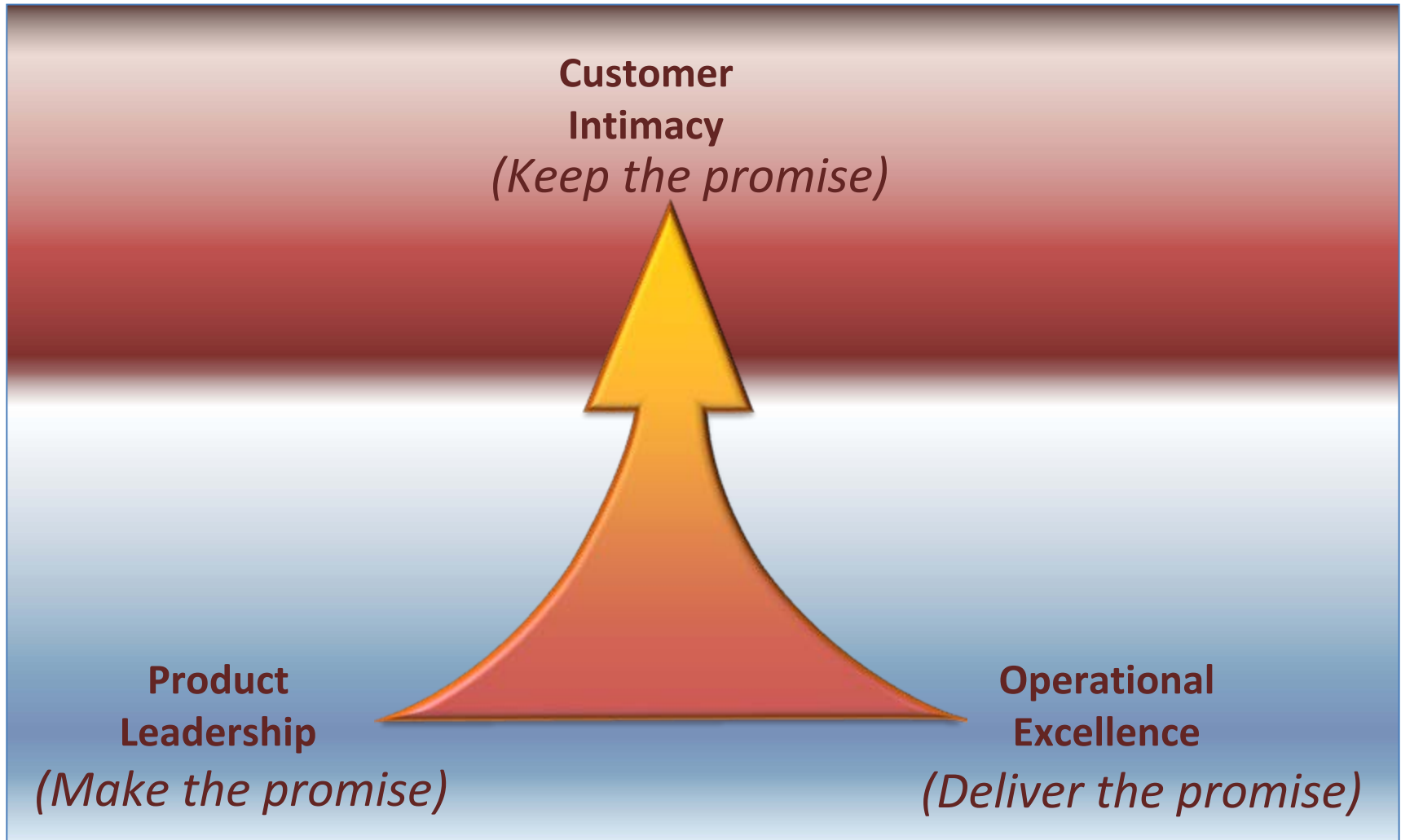
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Agenda

- The market of one
- Using available data
- Where to start: demonstration
- How to improve
- Q&A



Customer Intimacy



How do you make this...



... feel like this?



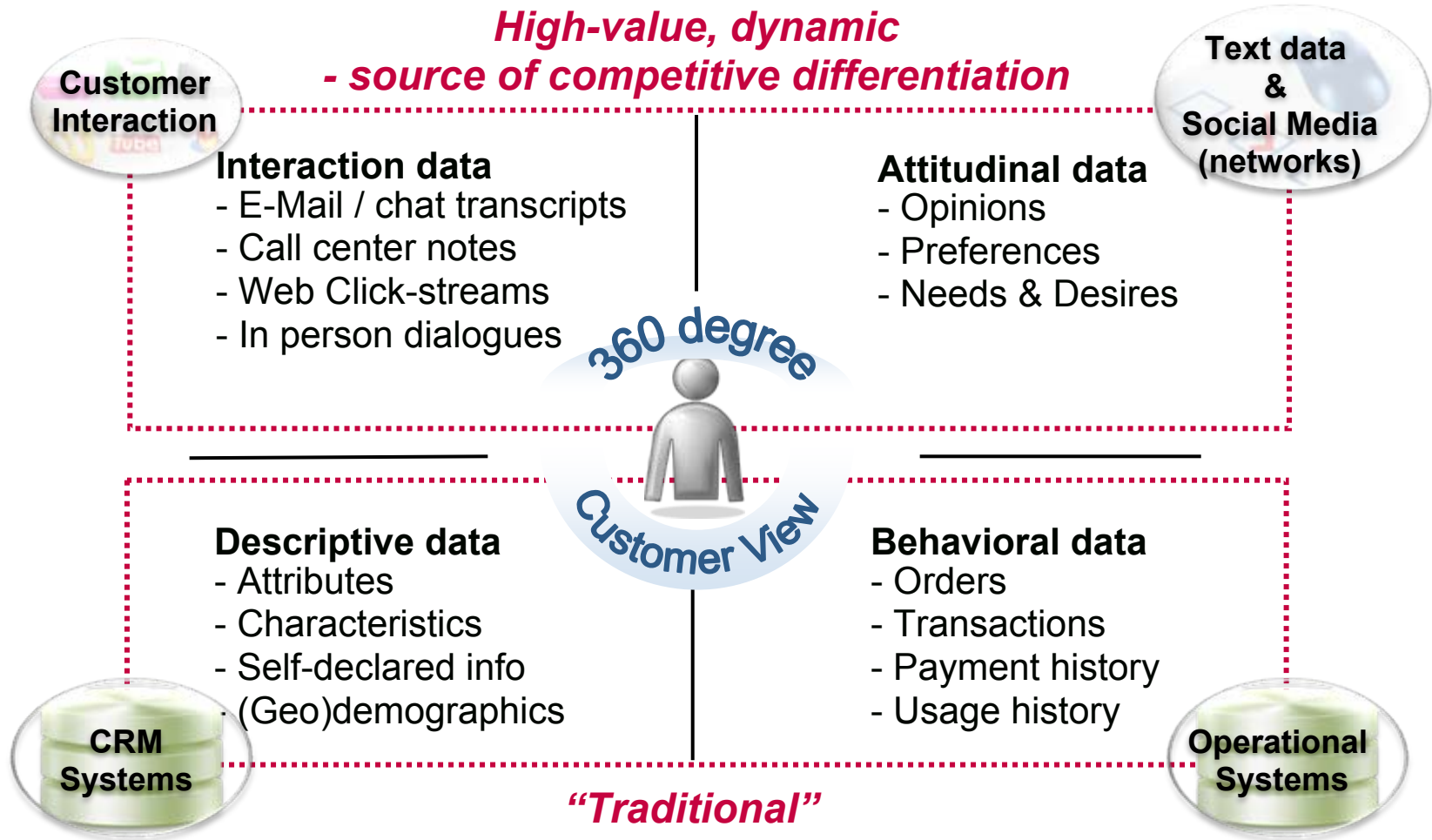
Building intimacy & trust

Market of one

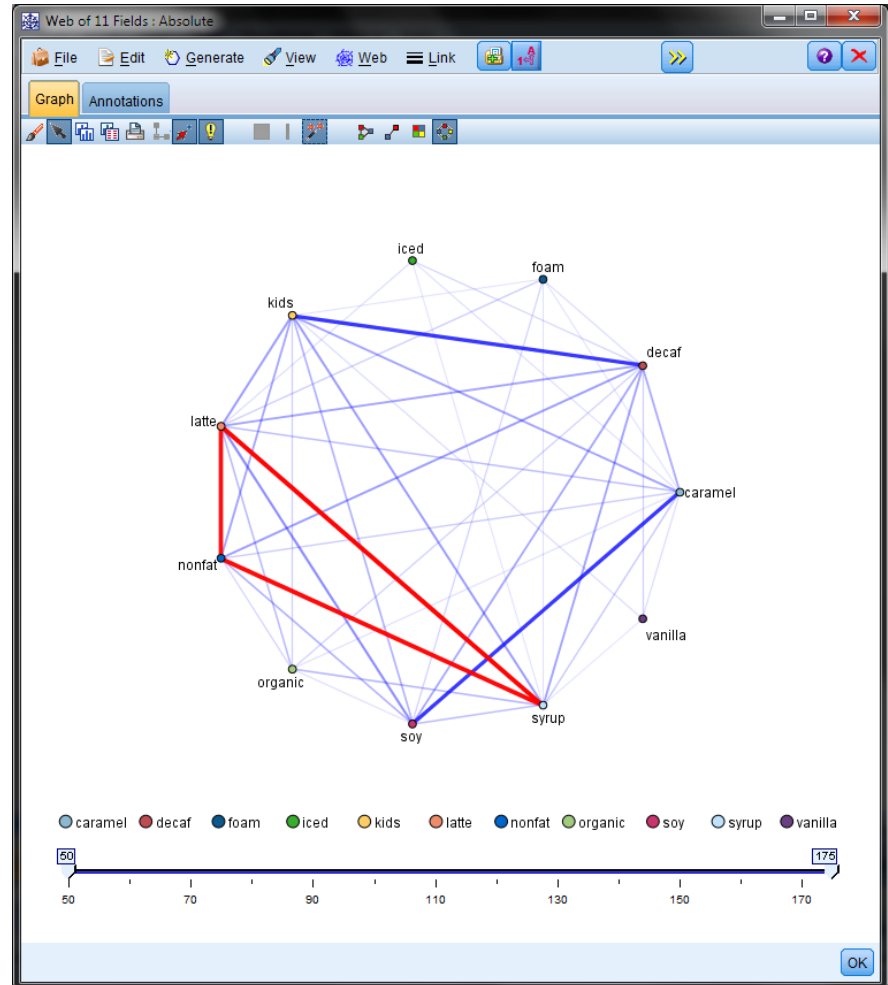
A venti, no-fat, sugar-free, extra hot Cinnamon-peppermint (2 pumps), light blend Dolce Latte, no whip - but please leave room for cream...



Using available data



Where to start: demonstration



De korte lijnen, en de flexibiliteit in werktijden

frequent diarrhea, heartburn, indigestion, stain results: seratia marcenans, abdominal

difficulty swallowing, double vision, sweats, difficulty speaking

sweats, difficulty speaking

"How likely is it that you would recommend XYZ to a friend or colleague?"



Jonge mensen

Ik vind...

Ambition, enthousiasm and drive are the most important aspects

ening is belangrijk voor een bank die naar haar klanten. En daar ook iets mee bijvoorbeeld haar dienstverlening eren. Daarom nodigen wij u graag uit

I wish the 40GB model and need more memory.

Minder bureaucratie, transparantie

drooping eyelids, difficulty speaking

...ability to make an appointment online should be improved. It's way too difficult now

...e omgeving

PROBABLY TALK TO MY PARENTS ABOUT IT IF THAT DIDN'T WORK I'D TALK TO A TEACHER

...power is great.

I recently rented a car and they were outstanding.

The opening times should be changed! Visit to the municipality only possible during

De ruime en moderne kamer

Well since I used to work at a car rental company and the time I rented I was still working with the company was treated with nothing but respect and received a free upgrade as well.

We don't have enough lighting around our neighbourhood. I don't feel safe after 9pm

He claims his bill always seemed to have He lost his phone and called to cancel service. I told him we would suspen

Staff member pleasant. Provided map/direction

They were actually very nice. It was in Rome and there was a language barrier, but we overcame it.

Claims the self service stuff does not work to sign a year contract. He thinks that he lost the phone. I suggested he go back to the family all on same bill. I transferred him to customer care.

Customer service agent stated she did not have reserved model available and I would have to pay for upgrade to other model. I refused, and then received upgraded model at no charge.

Was really unhappy that I asked him for his cc. Wanted me to turn on his phone.

He loves the phone when it works. The problem is that the phone hardly ever works. He thinks the battery is lame.

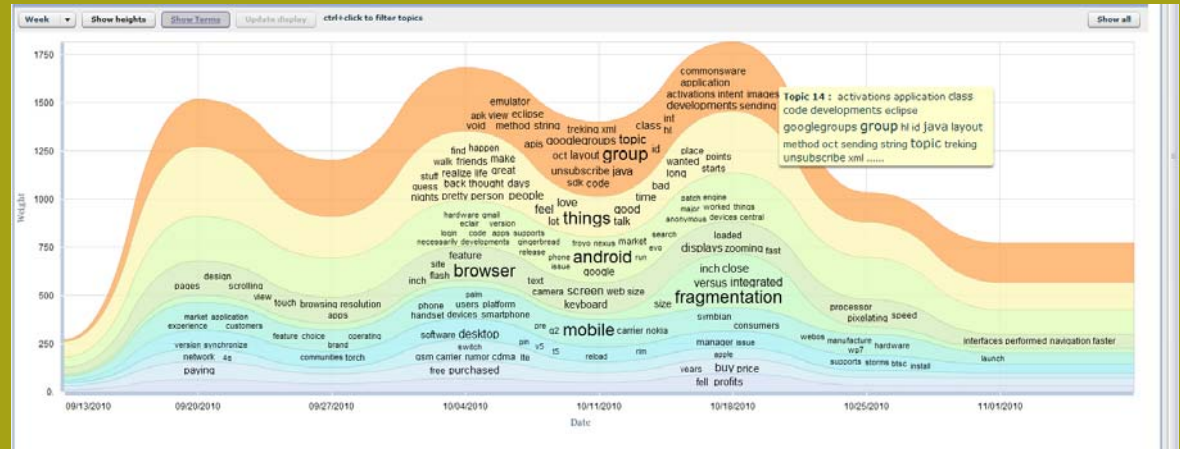
Cognos Consumer Insight: Capture and Analyze

Social Media Analytics



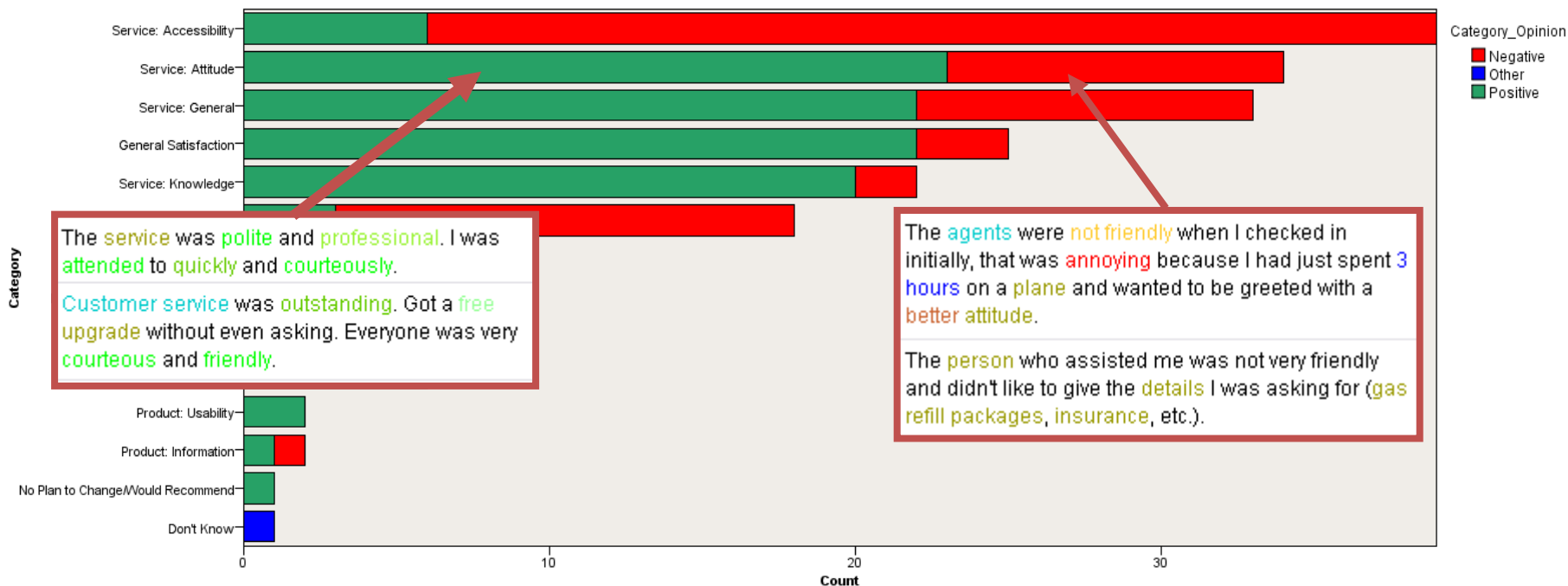
Consumer Insight

Analyze “earned” social media, identify brand sentiment, emerging topics



SPSS Modeler Text Mining

Comments regarding experience with Customer Service...



Bringing it all together

Unstructured data Analytics

Customer (structured data) Analytics



Understand who your customers are:



Understand what your customers are doing:



= Actionable Insights

Optimize marketing spend, convert customers, shape public opinions, stay ahead of emerging trends, build awareness and loyalty

Questions & answers



Building intimacy & trust