

IBM Cognos Retail Demo

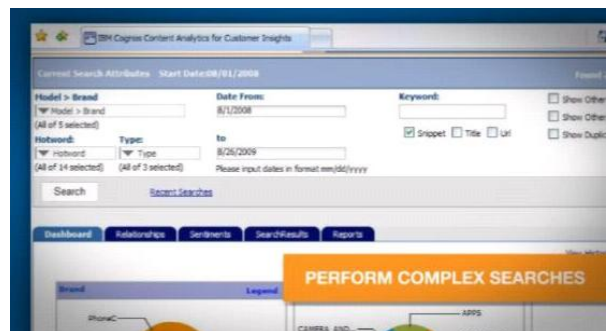
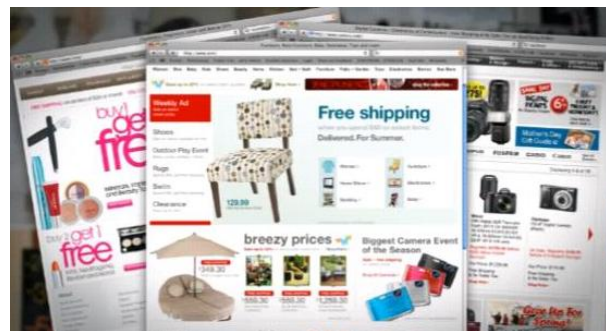
Part 5: Content Analytics Demo

“...the internet is now the best forum for understanding what the consumer really thinks about you. IBM has a capability...where we can go into the web, take down all of the mentions your company has on the web. We put it through filters, which are positive and negative mentions based on lexicons. And we can give you a barometer of how consumers are understanding your brand, what it's meaning to them – is it positive, is it negative - and you can use that to manage it against particular initiatives you have. So, in the future, this won't be guesswork. You can be much more precise in your analysis of what your brand means to the consumer and take specific action to affect that.”
Bill Gilmour, IBM

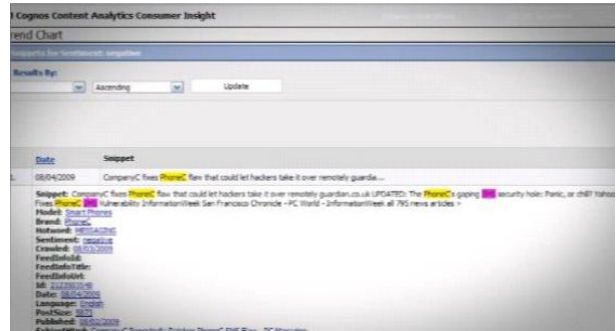
As demonstrated throughout this video, analyzing sales transactions, merchandise performance and customer data can yield powerful insights. However, this information relates only to existing data gathered by the retailer through their own point-of-sales, e-commerce or other systems. What about the vast quantity of unstructured content available on the web, in forums, blogs and other social networking sites? Companies that monitor this type of information can have their “finger on the pulse” of what their customers need and launch effective product offerings based on their feedback.

With IBM Cognos Content Analytics for Consumer Insights, companies can tap into the power of Web 2.0 to gain insights on customer opinions, brand reputation, products and upcoming trends. Content Analytics processes this unstructured data and analyzes it so companies can understand consumer sentiment, or opinions, of their products, corporate image or the shopping experience. With this, they can understand market trends and stay ahead of consumer demand.

With its Customer Perception dashboards, Content Analytics allows business users to perform complex searches in order to extract insights from social media that are germane to retailers and Consumer Product companies.



Users can drill down even deeper to read underlying documents pertaining to positive or negative feedback to better understand and contextualize the comments.



An exploratory interface allows users to view many different types of relationships. For example, here users can see the relationship between Hot word topics and customer sentiment over the span of two years, broken down by number of postings.



By knowing what customers are saying about their products, in addition to what and how they're buying them based on sales data, marketers can add another dimension to their marketing strategy, foster a more personal relationship with their customers and differentiate products and offerings to create a strong competitive advantage.

