

# Smarter Commerce

TRANSFORMER LES DONNEES EN DECISIONS ET LES  
DECISIONS EN ACTIONS

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# BUY

Directeur  
des achats

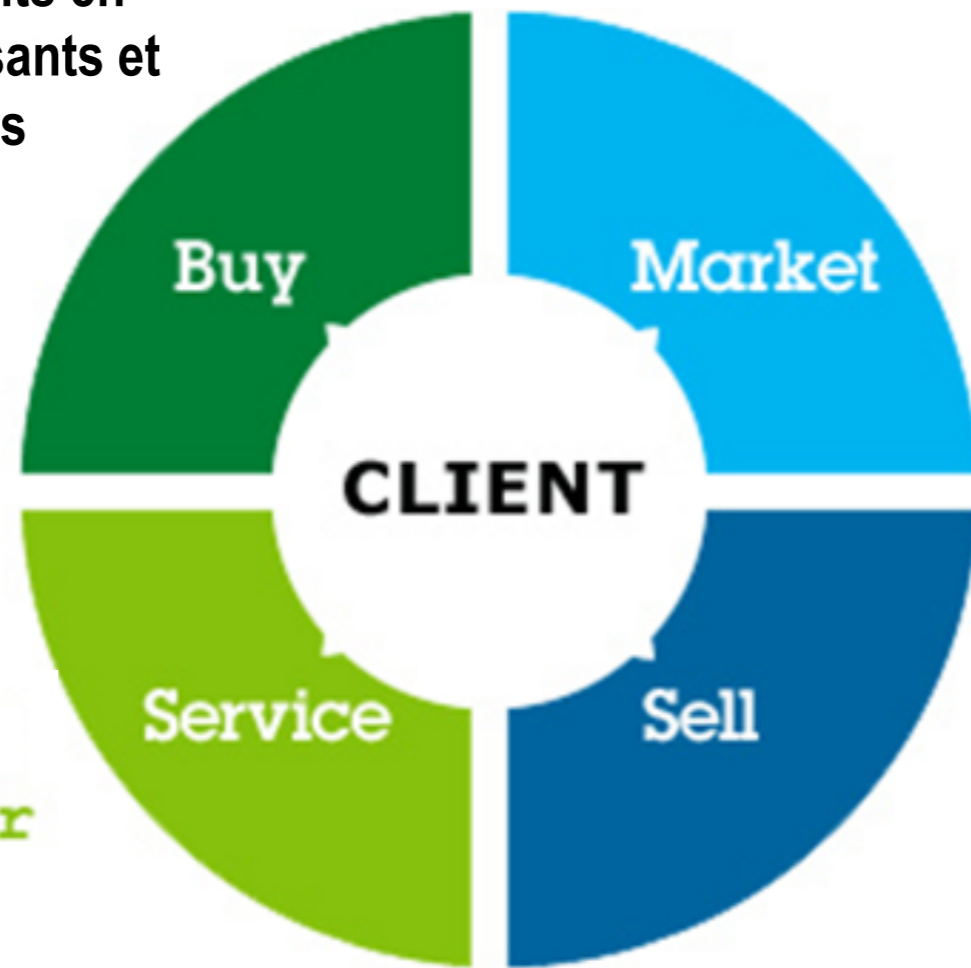
Achats et suivi des  
approvisionnements en  
produits, compo-sants et  
matières premières



# MARKET

Directeur  
Marketing

Communications ciblées et  
personnalisées sur tous les  
points d'interaction clients



# SERVICE

Directeur  
Relation  
Clients

Apporter le niveaux  
de service attendu sur  
tous les canaux  
d'interaction clients



# SELL

Directeur  
Commercial  
& Opérations

Vendre et délivrer  
produits et services au  
travers de tous les  
canaux de vente et  
d'approvisionnement

# LES MARCHES SONT DES CONVERSATIONS

# Mais comment faire ressembler cela...



# ... à cela??

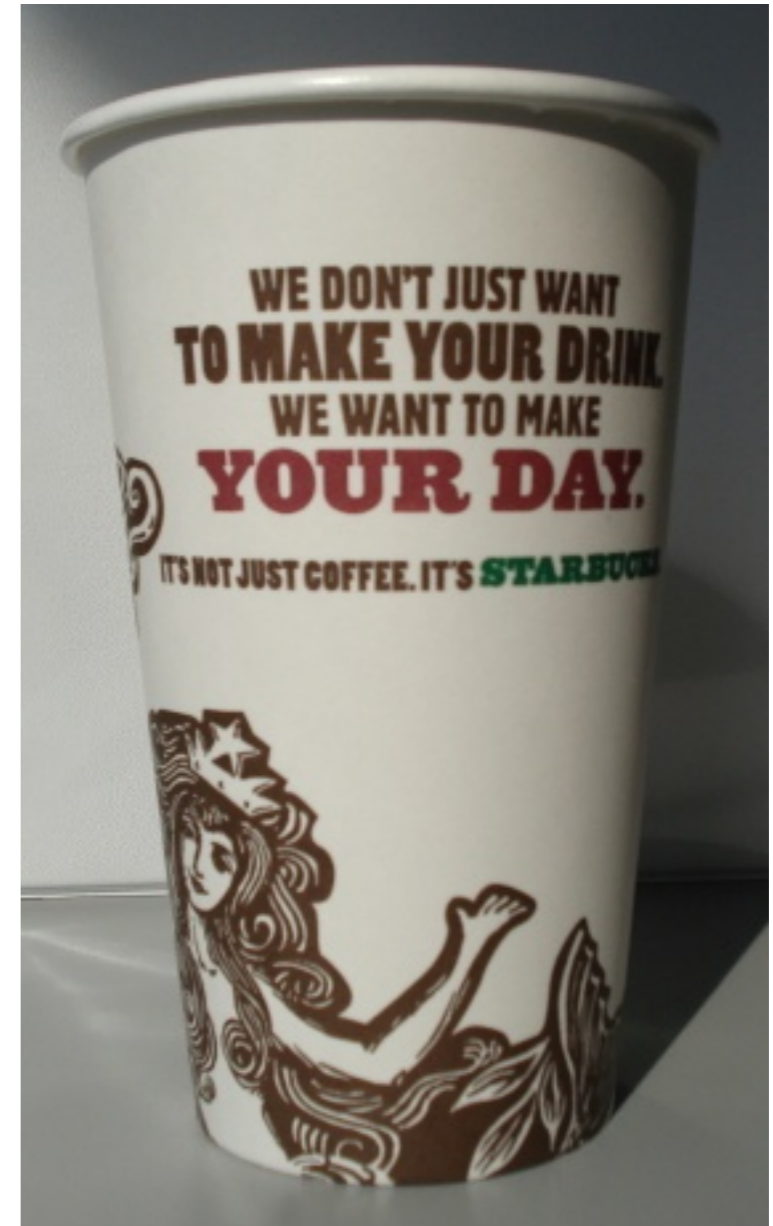


Building intimacy & trust

...quand le consommateur demande quelque chose comme cela 😊



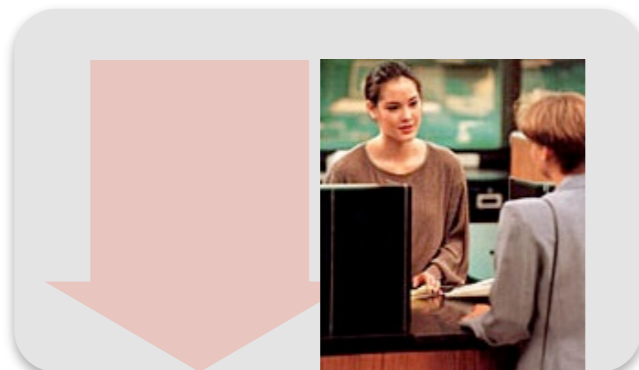
Je voudrai s'il vous plait un 'xxx' sans sucre, très chaud, avec, Cannelle-menthe poivrée supplémentaire (2 pompes), et mélange léger yyy, pas fouetter – laissez un peut de place pour de la crème svp...



sachant qu'il pense généralement que... 



# ...La situation a évolué



**Les consommateurs perdent confiance dans les marques**

**La technologie change les interactions clients**

facebook 600M	groupon
livingsocial	twitter 190M



Evolving Shopping Experience Expectations:  
Timely  
Localized  
Experiential  
Personalized  
Information

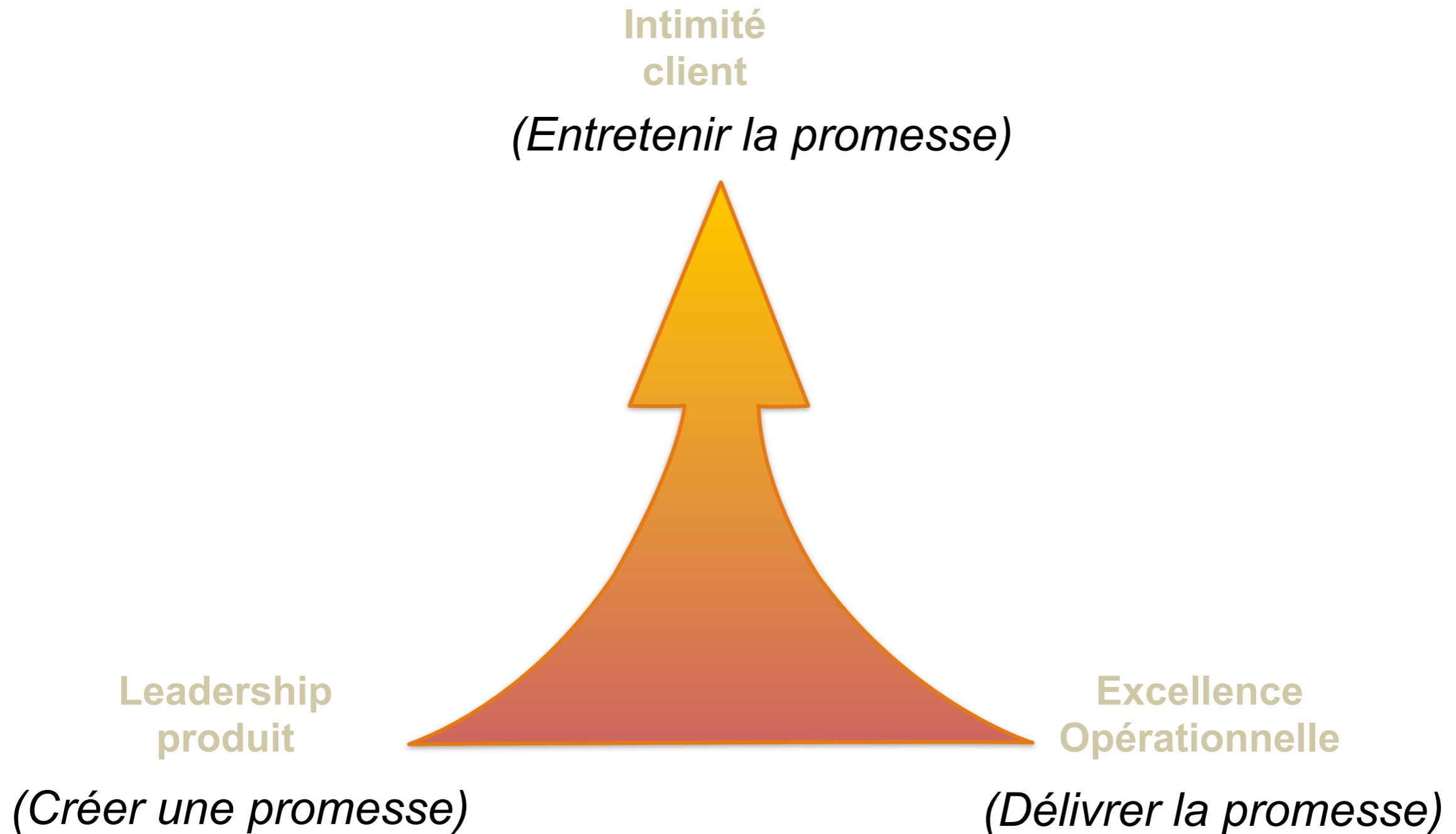
**Les attentes clients ont changé**

**Les marques doivent redécouvrir leurs clients**

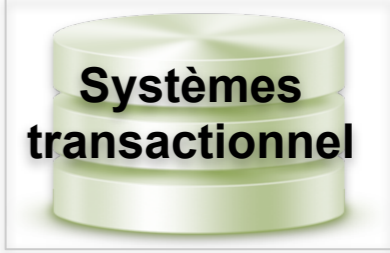
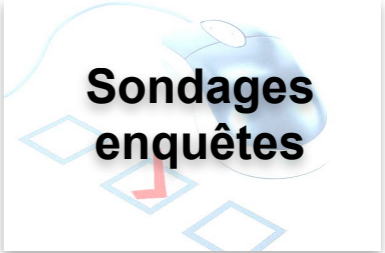




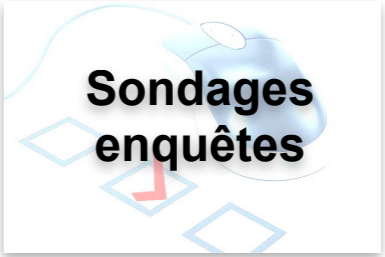
# Le consommateur: La nouvelle propriété intellectuelle



# Pouvoir utiliser TOUTES les données disponibles

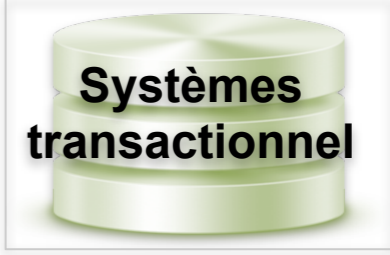


# Pouvoir utiliser TOUTES les données disponibles

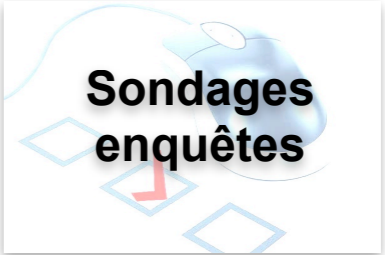


**Descriptive**

- Attributs
- Caractéristiques
- Démographique



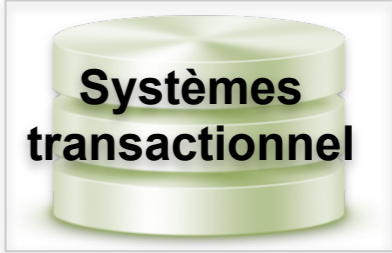
# Pouvoir utiliser TOUTES les données disponibles



- Descriptive**
- Attributs
  - Caractéristiques
  - Démographique



- Comportemental**
- Commandes
  - Transactions
  - Paiements
  - Historique d'usage



# Pouvoir utiliser TOUTES les données disponibles



**Réseaux sociaux**

### Interaction

- E-Mail / chat
- Appels
- Notes de Call center
- Navigation WEB

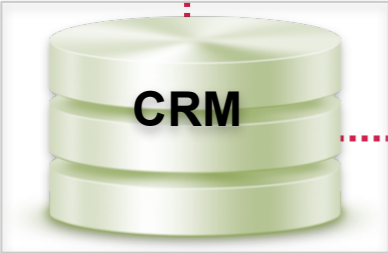


**Sondages enquêtes**



### Descriptive

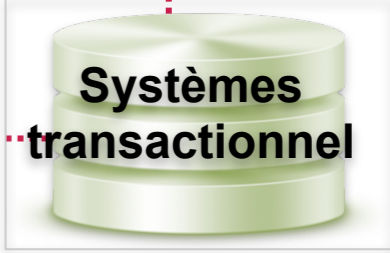
- Attributs
- Caractéristiques
- Démographique



**CRM**

### Comportemental

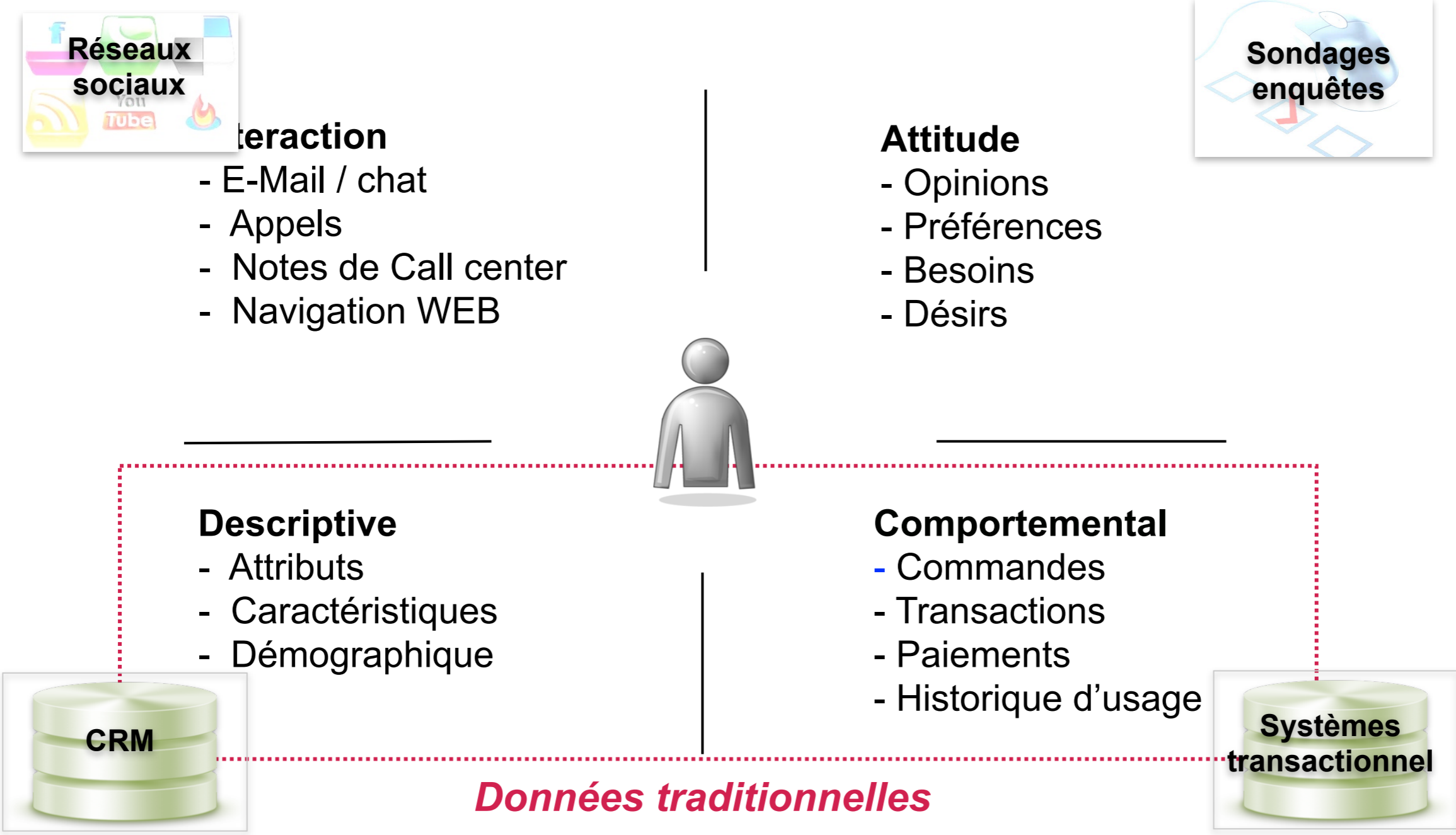
- Commandes
- Transactions
- Paiements
- Historique d'usage



**Systemes transactionnel**

***Données traditionnelles***

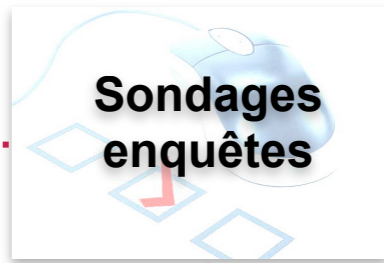
# Pouvoir utiliser TOUTES les données disponibles



# Pouvoir utiliser TOUTES les données disponibles

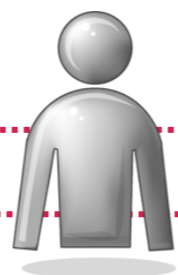


## Source de compétitivité



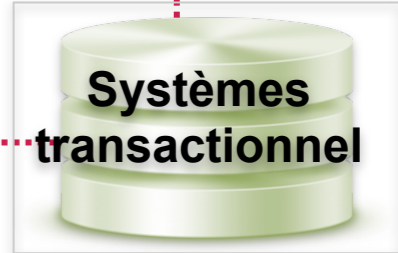
- Interaction**
- E-Mail / chat
  - Appels
  - Notes de Call center
  - Navigation WEB

- Attitude**
- Opinions
  - Préférences
  - Besoins
  - Désirs



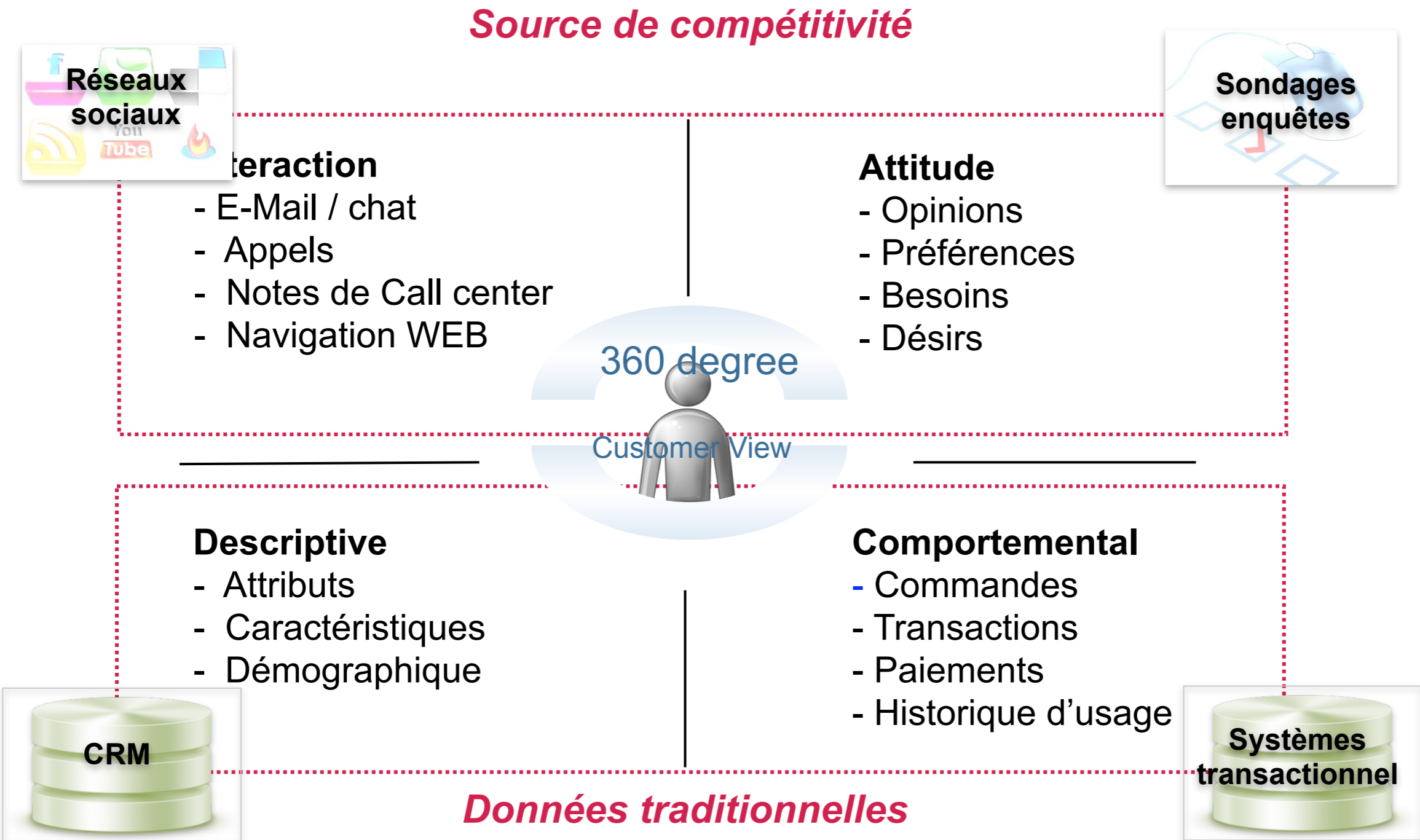
- Descriptive**
- Attributs
  - Caractéristiques
  - Démographique

- Comportemental**
- Commandes
  - Transactions
  - Paiements
  - Historique d'usage



## Données traditionnelles

# Pouvoir utiliser TOUTES les données disponibles



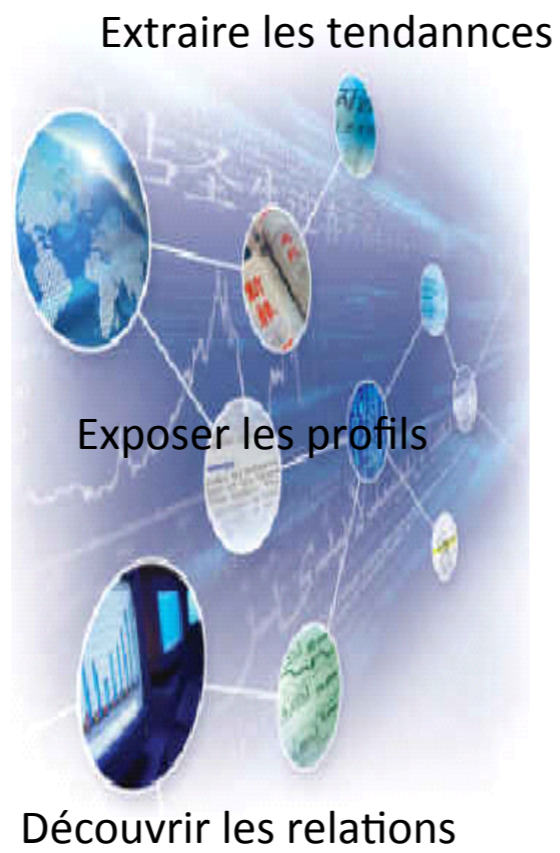


# Complétude et puissance de l'analyse de l'offre intégrée



- ENQUETES
- TRANSACTIONS
- SAV
- NAVIGATION WEB
- CENTRE D'APPEL
- RESEAU SOCIAUX

## Capturer, Analyser & Modéliser



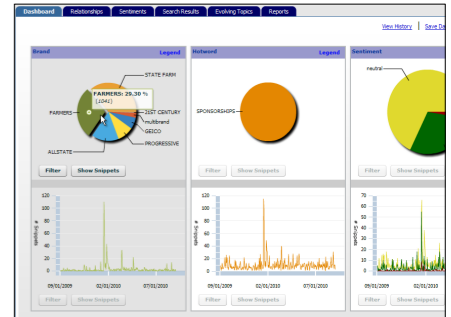
## Optimiser le cross-canal, Intégrer les campagnes



- Marketing Campaigns
- PR Activities
- Merchandising Mix
- Category Management
- Sales



## Reporting de La performance



# Trouver les opportunités



# Trouver les opportunités



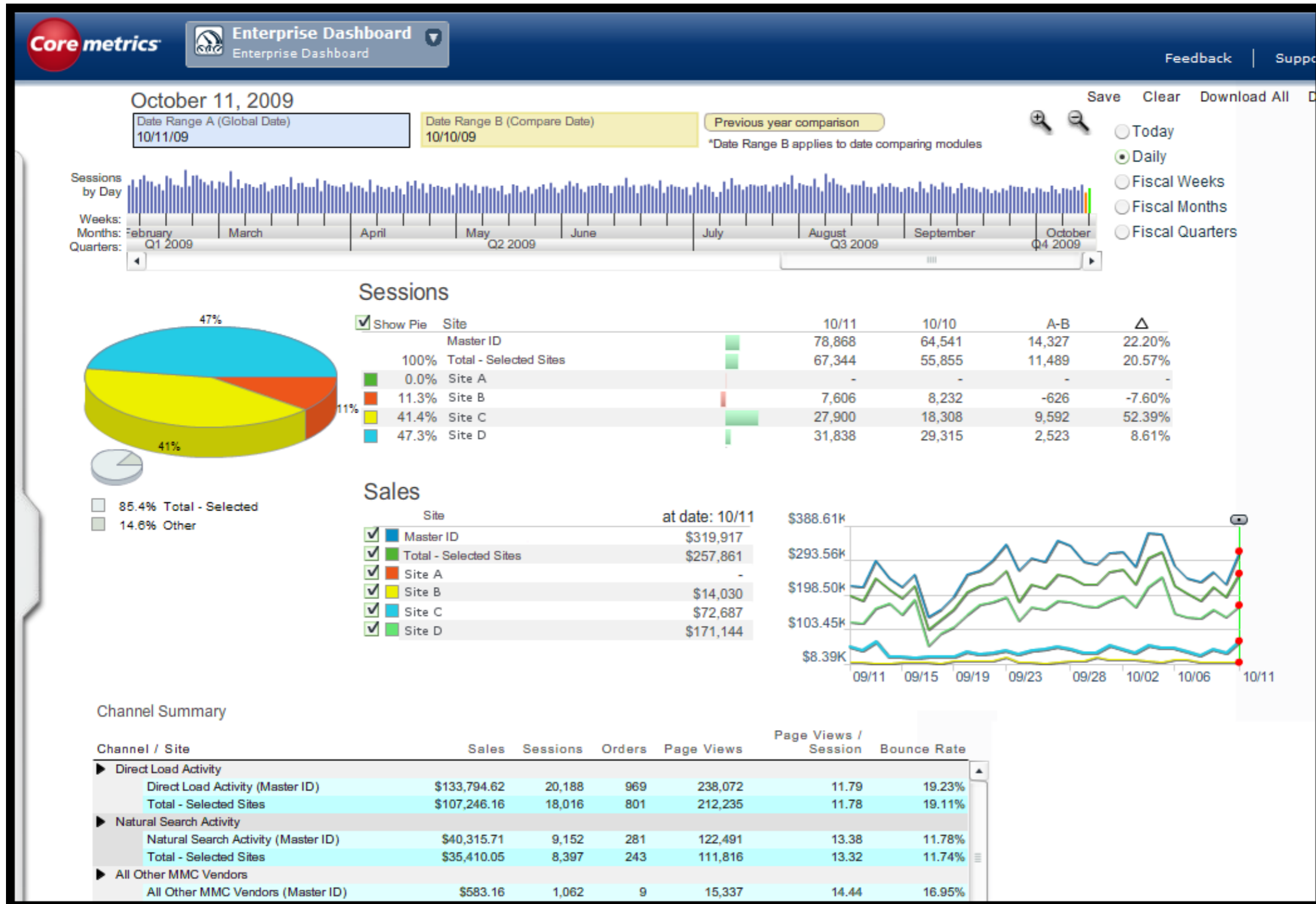
# Trouver les opportunités



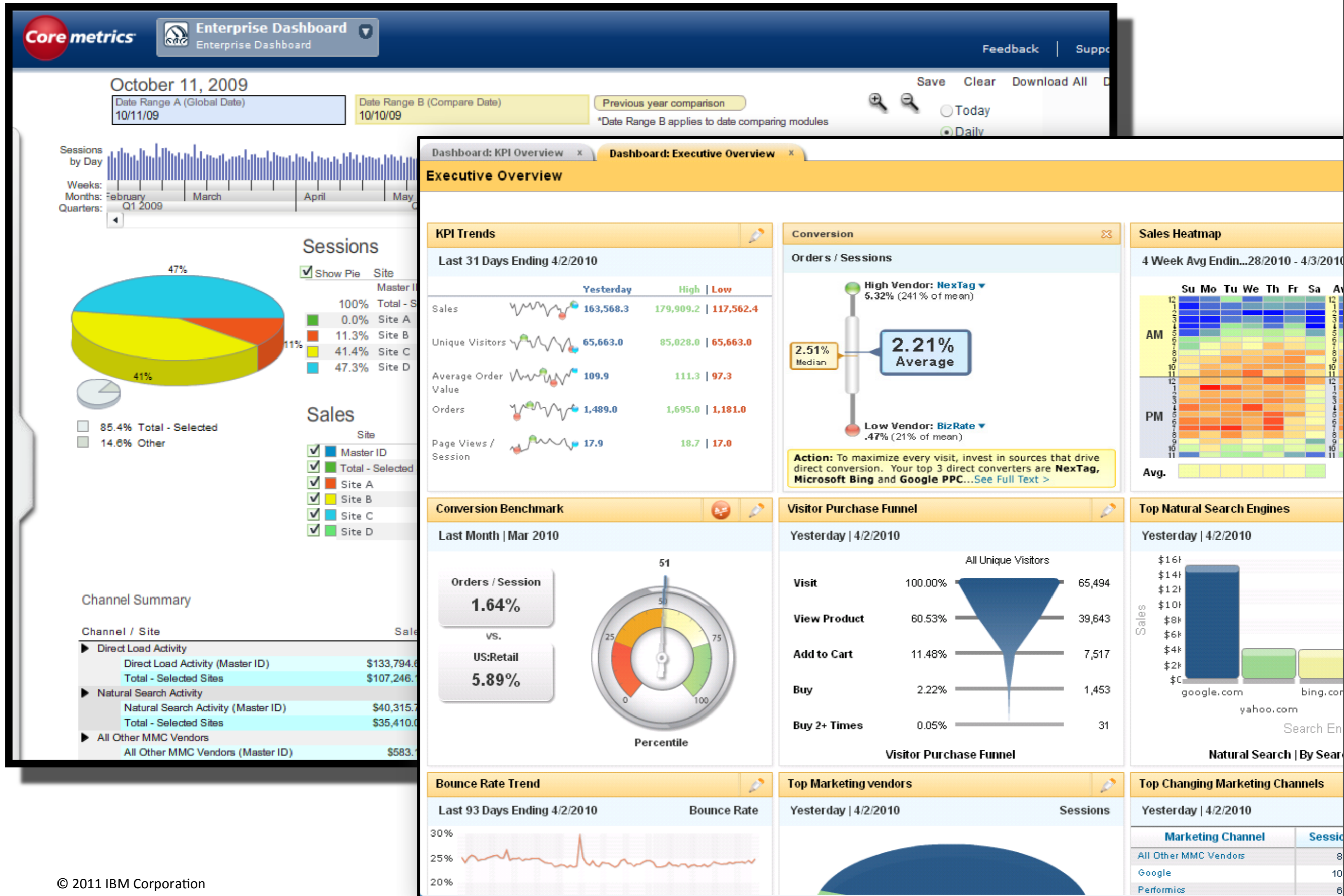
# WEB Analytics pour être au plus près



# WEB Analytics pour être au plus près



# WEB Analytics pour être au plus près



# Inclure les réseaux sociaux dans l'analyse



IBM Cognos Consumer Insight - Mozilla Firefox: IBM Edition

http://torocpt15.svg.usma.ibm.com:8080/IODemo7/AnalysisUI/sentiments.jsp

IBM Cognos Consumer Insight Instance: ioddemo7 Welcome: admin 1325714 Documents Home Cognos BI Sign Off Change Password Settings Help

Found 456405 Snippets

Current Search Attributes All

Type > Concepts: Type > Concepts (All of 5 selected) Start Date: 9/17/2010 Keyword: Show snippets without Concepts Show snippets without Hotword Show duplicate

Hotword: Hotword (All of 16 selected) MediaSets: MediaSets (All of 2 selected) End Date: 11/5/2010 Please input dates in format mm/dd/yyyy

Search Clear Recent Searches Advanced Search

Dashboard Relationships Sentiments Search Results Evolving Topics Reports

Available dimensions: Concepts

Select one or more rows and then click on the 'Filter By Selected Values' button to narrow result set:

Class Name	Count	Negative
XPHONE	85760	8.7%
YPHONE	209999	8.9%
ZPHONE	219350	9.1%

Positive  Negative  Neutral

Filter By Selected Values Clear Selections (All selected)

month

456405 Snippets for Current Search Attributes > Concepts: XPHONE OR YPHONE OR ZPHONE

Sort snippets by: Date Descending Sort

IBM Cognos Consumer Insight - Mozilla Firefox: IBM Edition

http://torocpt15.svg.usma.ibm.com:8080/IODemo7/AnalysisUI/evolvingTopics.jsp

IBM Cognos Consumer Insight Instance: ioddemo7 Welcome: admin 1325714 Documents Home Cognos BI Sign Off Change Password Settings Help

Found 456405 Snippets

Current Search Attributes All

Type > Concepts: Type > Concepts (All of 5 selected) Start Date: 9/17/2010 Keyword: Show snippets without Concepts Show snippets without Hotword Show duplicate

Hotword: Hotword (All of 16 selected) MediaSets: MediaSets (All of 2 selected) End Date: 11/5/2010 Please input dates in format mm/dd/yyyy

Search Clear Recent Searches Advanced Search

Dashboard Relationships Sentiments Search Results Evolving Topics Reports

Select topics

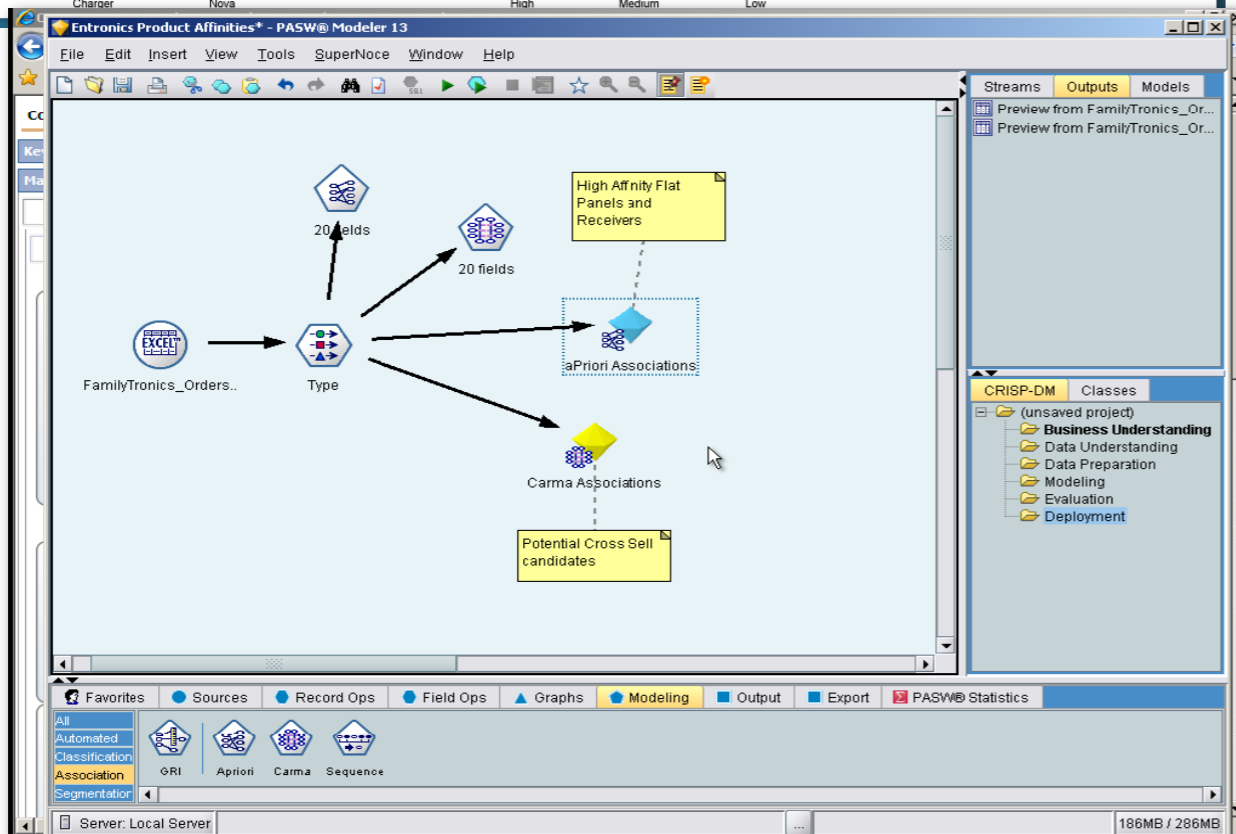
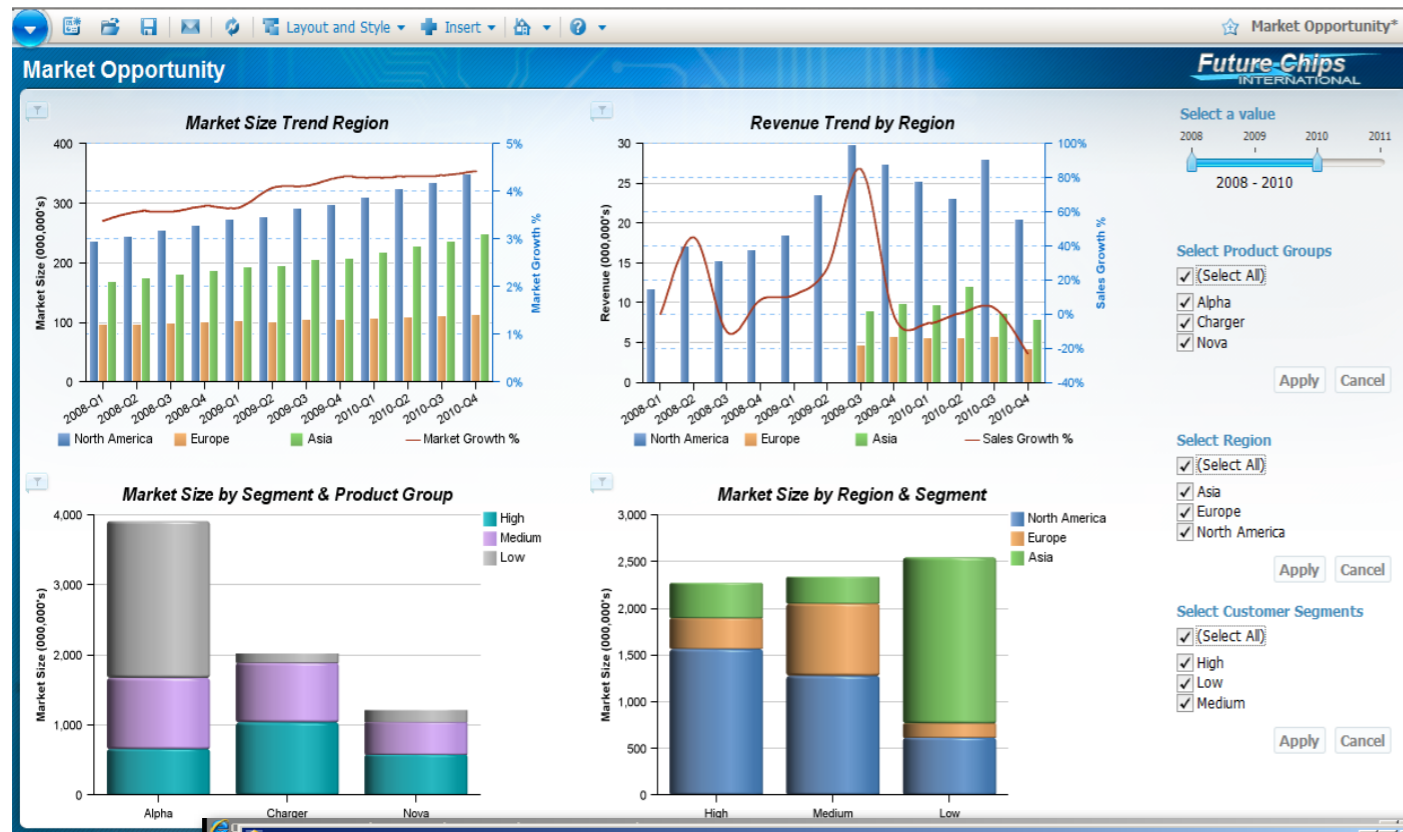
Evolving Topics Chart

Week Show heights Show Terms Update display ctrl+click to filter topics Show all

Topic 14 : activations application class code developments eclipse googlegroups group hi id java layout method oct sending string topic treking unsubscribe xml .....

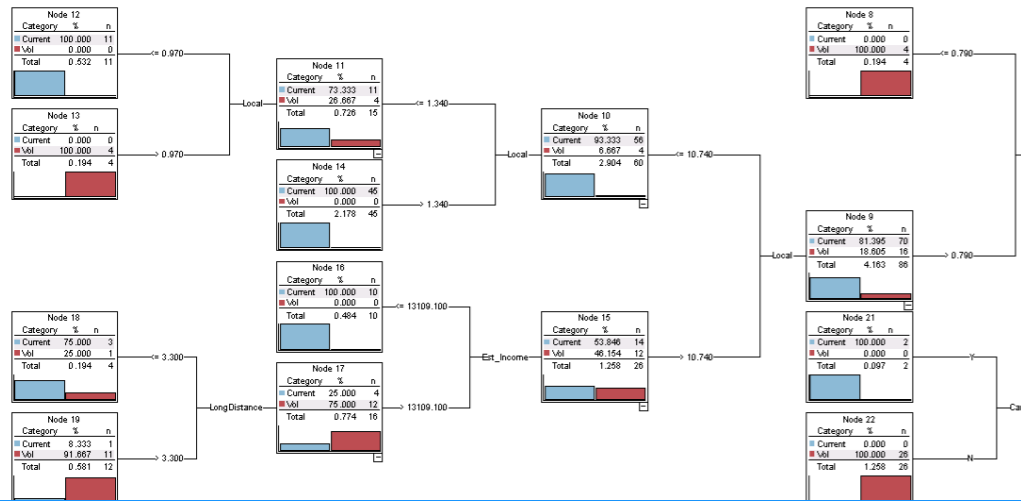


# Modéliser les comportements

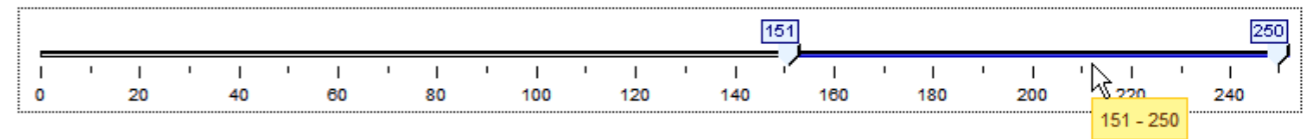
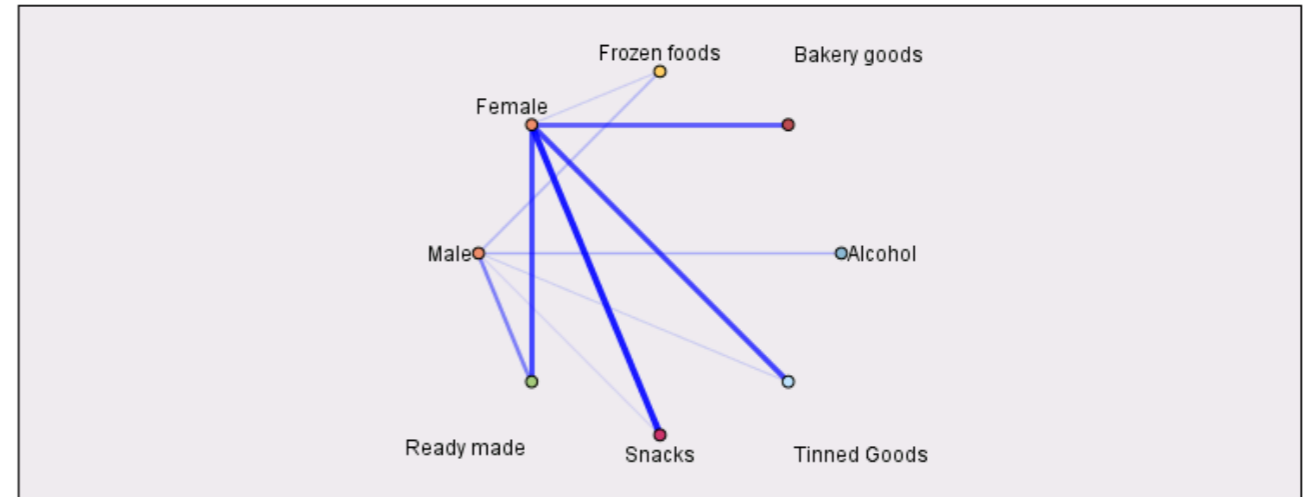


- Prédire les comportements d'achat
- Prédire les comportements d'attrition
- Prédire les préférences de canaux
- Prédire les ventes
- Prédire la demande (SCM)
- Détecter des comportements frauduleux
- .....

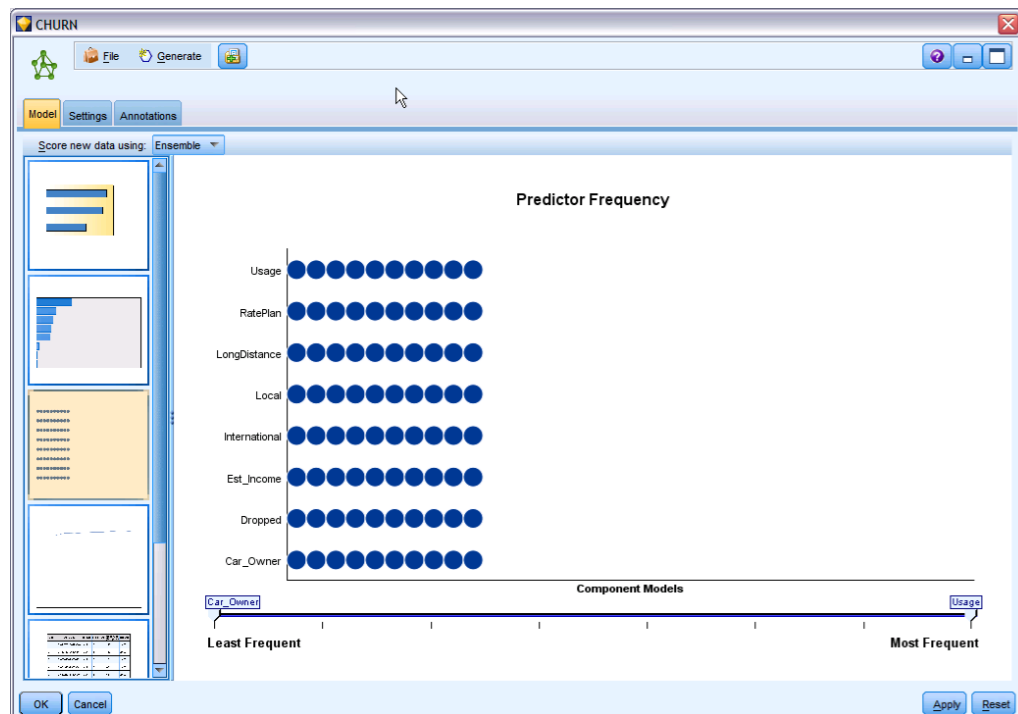
# Prédire les résultats



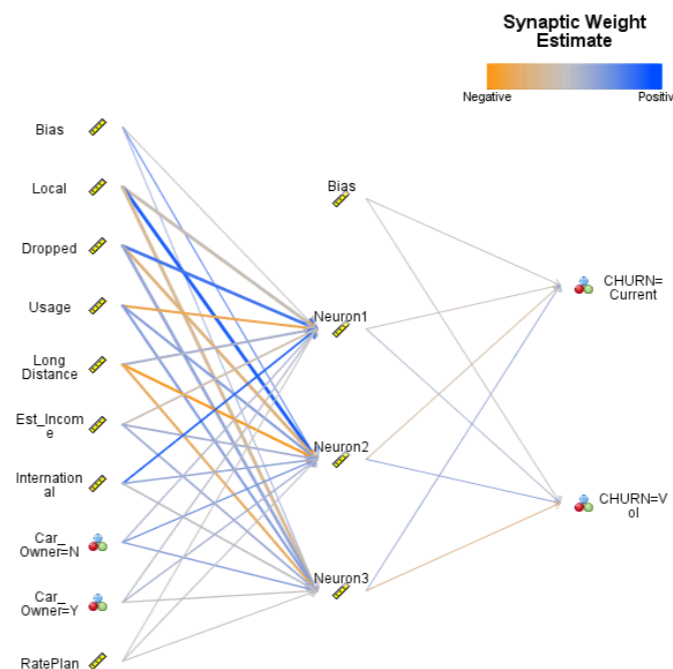
*Laissez les données vous expliquer*



*Quels sont les liens?*



*Est-ce toujours importants?*



*Qu'est ce qui est important?  
Comment cela contribue t'il aux résultats?*

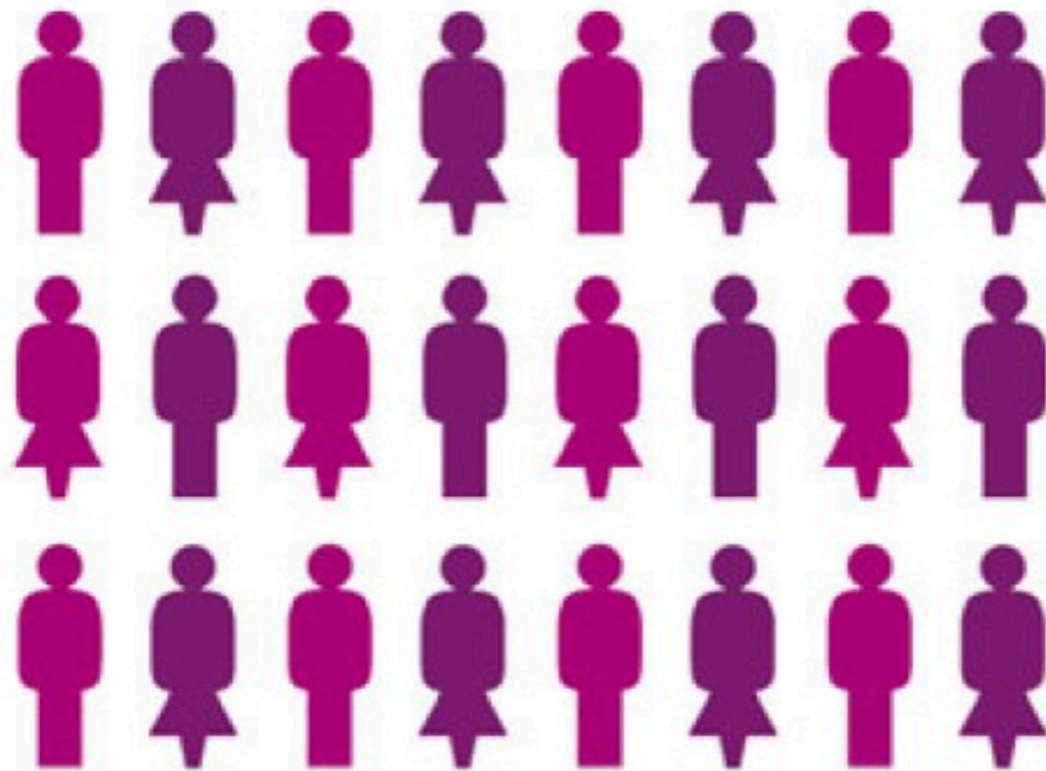
# Automatiser l'action



The screenshot displays the Unica software interface within a Windows Internet Explorer browser window. The browser title is "Unica - 1 High Value Customer Retention Campaign - Windows Internet Explorer" and the address bar shows "http://unicavmdemo:7001/unica/jsp/main.jsp". The browser's menu bar includes "File", "Edit", "View", "Favorites", "Tools", and "Help". The Unica application's navigation bar contains "Recent", "Dashboard", "Leads", "Operations", "Creatives", "Production Materials", "Campaign", "Financial Management", "Local Marketing", and "Analytics". The main header area shows "All Campaigns > 1 High Value Customer Retention Campaign - d. Wave 3 Modeling" and user information "asm admin", "Log Out", "269", "Settings", and "Help". The Unica logo is in the top right corner. Below the header is a toolbar with icons for file operations and a "Cancel", "Save", and "Save and Exit" button group. On the left, there is a "All Types" sidebar with various icons for actions like Select, Merge, Segment, Sample, Audience, Extract, Snapshot, Schedule, Cube, Create Seg, Mail List, Call List, eMessage, Track, Response, Optimize, Model, and Score. The central workspace contains a workflow diagram with the following steps: 1. Two "Select" nodes: ">\$1,400 24mo" (59,957) and "-Suppressions" (543). 2. An "Eligible" "Merge" node (59,957; 59,957) receiving input from the first "Select" node. 3. An "Output to SP..." "Snapshot" node (59,957) receiving input from the "Eligible" node. 4. An "SPSS Scoring" "Model" node (59,957) receiving input from the "Output to SP..." node. 5. A "Call Fr SPSS" "Schedule" node receiving input from the "SPSS Scoring" node. 6. A "Scored Seg..." "Segment" node (60,725; 60,725; 60,725; ...) receiving input from the "Eligible" node and a dashed arrow from the "Call Fr SPSS" node. 7. An "EM Output" "Mail List" node (60,725; 60,725; 60,725; ...) receiving input from the "Scored Seg..." node.

# analyze

Customer transaction



# analyze

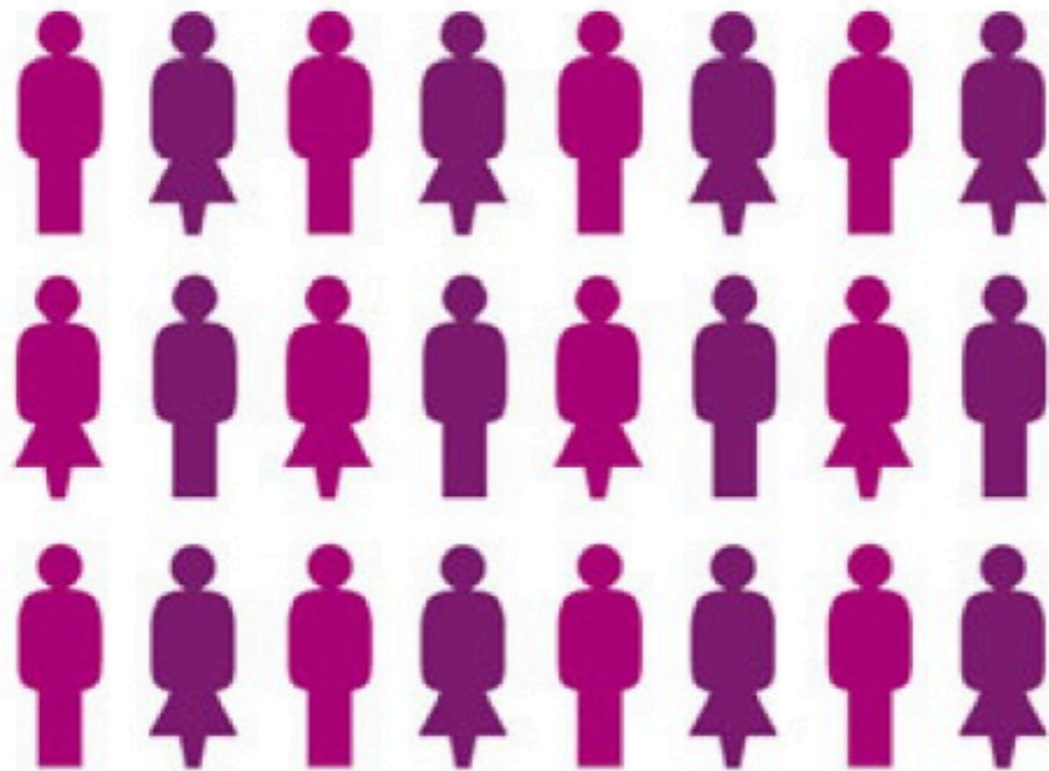
Customer Behavior

1	1	0	0	0	0	1	0	1	0
1	0	0	0	0	1	0	1	0	1
1	1	1	0	1	0	0	0	1	0
1	0	1	1	0	1	0	0	0	1
1	1	0	1	0	0	0	0	1	1
1	0	1	0	1	0	1	0	1	0

*Reduced the cost of email marketing as a percentage of revenue by 42 %*

## analyze

Customer transaction



## analyze

Customer Behavior

1	1	0	0	0	0	1	0	1	0
1	0	0	0	0	1	0	1	0	1
1	1	1	0	1	0	0	0	1	0
1	0	1	1	0	1	0	0	0	1
1	1	0	1	0	0	0	0	1	1
1	0	1	0	1	0	1	0	1	0

*Reduced the cost of email marketing as a percentage of revenue by 42 %*

# analyze

Customer transaction & Behavior



# analyze

Call center conversation

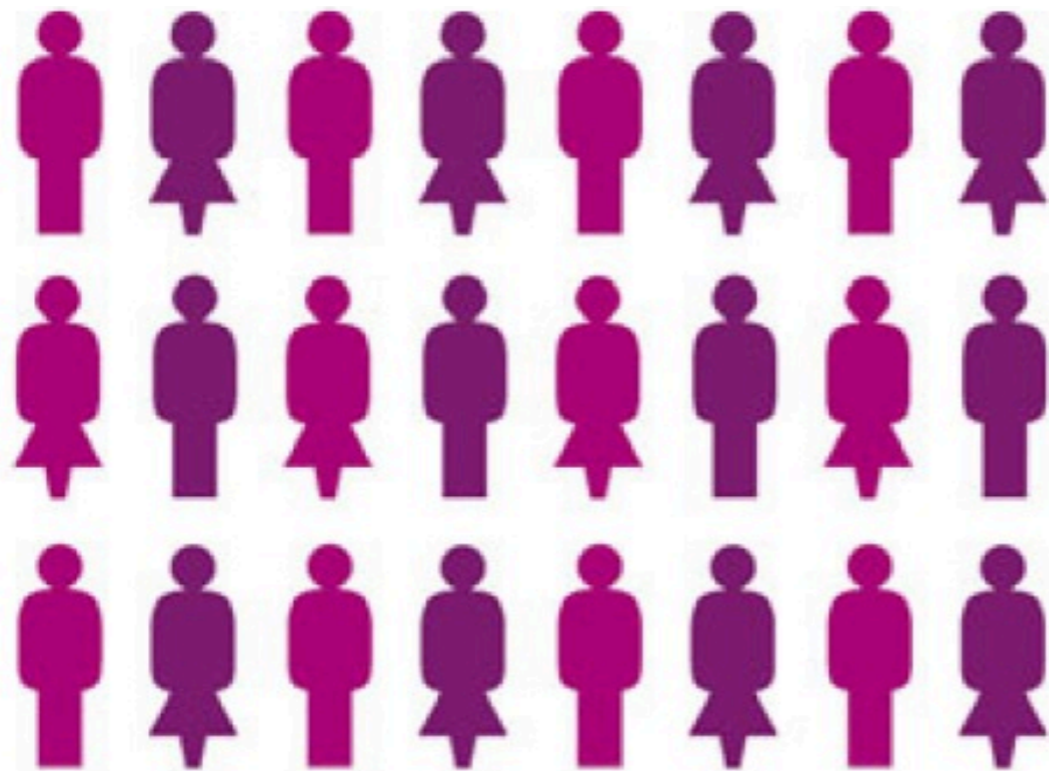


*23% of “detractors” converted to “promoters”*

Churn reduced from 19% to 2%

# analyze

Customer transaction & Behavior



*23% of “detractors” converted to “promoters”*

# analyze

Call center conversation



Churn reduced from 19% to 2%

# analyze

each customer's  
transactions & behavior



# analyze

2 years of ROI and  
response data

1	1	0	0	0	0	1	0	1	0
1	0	0	0	0	1	0	1	0	1
1	1	1	0	1	0	0	0	1	0
1	0	1	1	0	1	0	0	0	1
1	1	0	1	0	0	0	0	1	1
1	0	1	0	1	0	1	0	1	0

**600%**  
ROI

**-20%**  
mailing costs



THANK  
YOU

STAND F14

