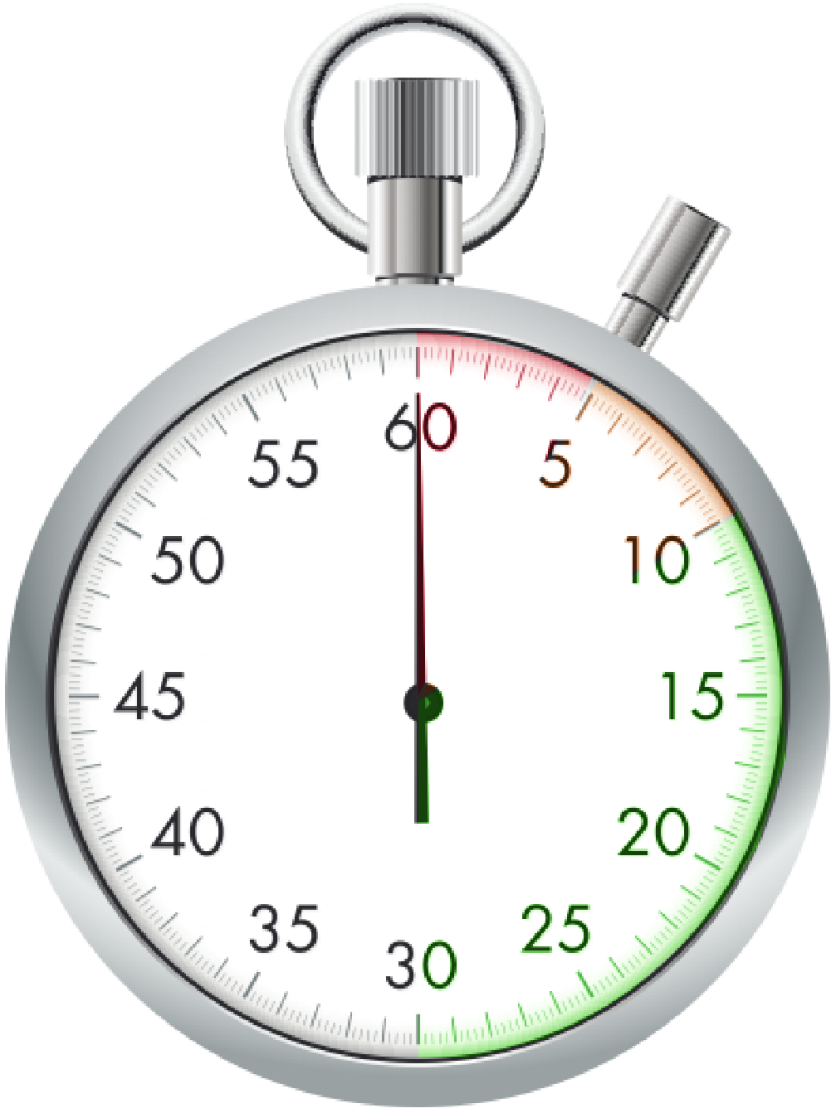
Alessandro Chinnici

Enterprise 2.0 & Social Business Consultant, IBM Italia

IBM Exceptional Multichannel Experience

IBM

La web experience si misura in secondi...



Nei primi **5** secondi

30% clienti cambiano sito web

37% clienti non tornano sul sito

27% clienti va su un sito concorrente

I primi **10** secondi

Sono il tempo medio che si ha per riuscire a comunicare il proprio valore altrimenti si **perdono potenziali clienti**

Superati i primi **30** secondi

La maggior parte dei clienti resta sul sito per più di **2 minuti**

Fonti: Customer web behavior, "When Seconds Count" — for Gomez by Equation Research
5 seconds – Harris interactive...Jakob Nielsen, “How Long Do Users Stay On Web Pages, September 2011, http://www.useit.com/alertbox/page-abandonment-time.html

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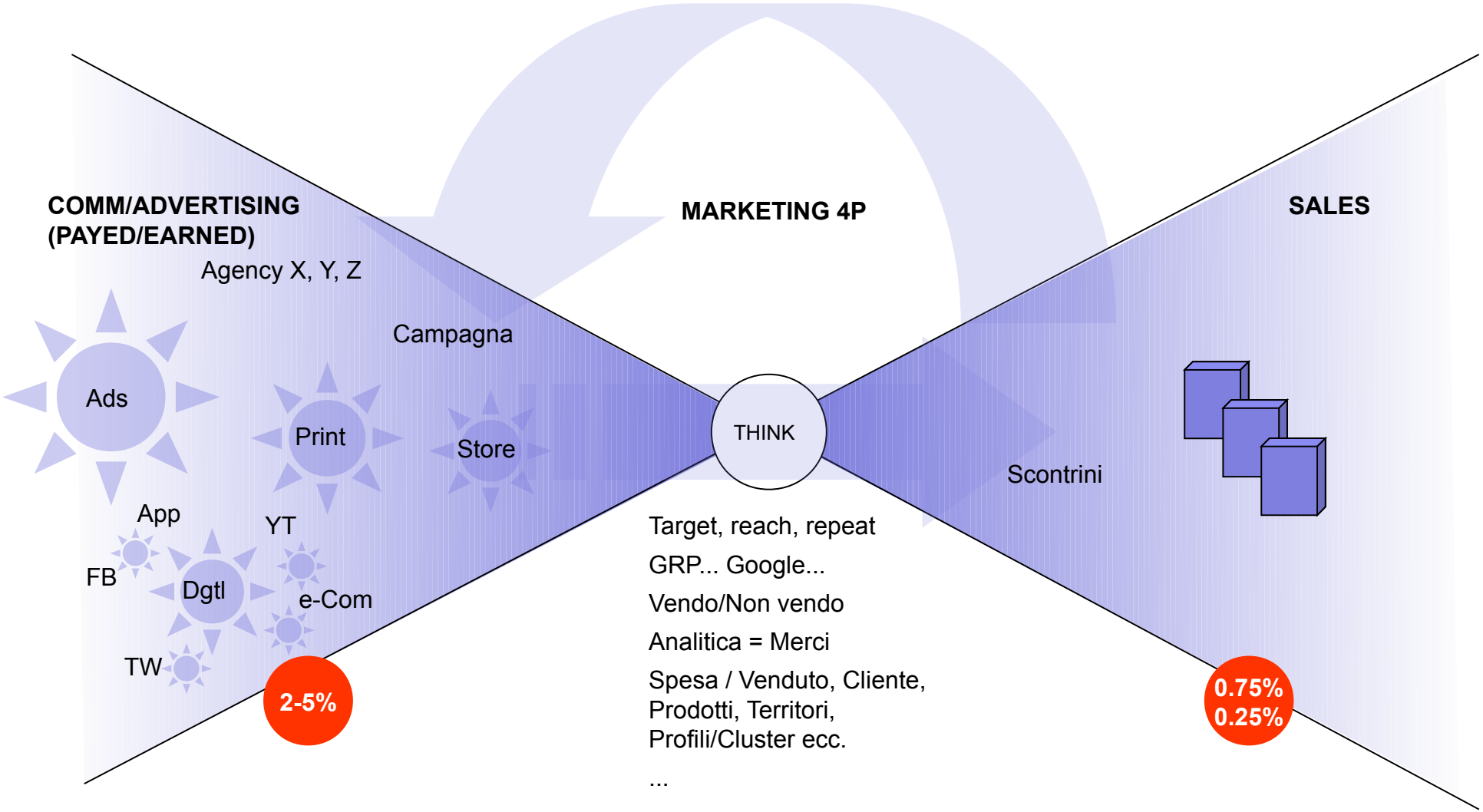
L'obiettivo è superare l'approccio tattico



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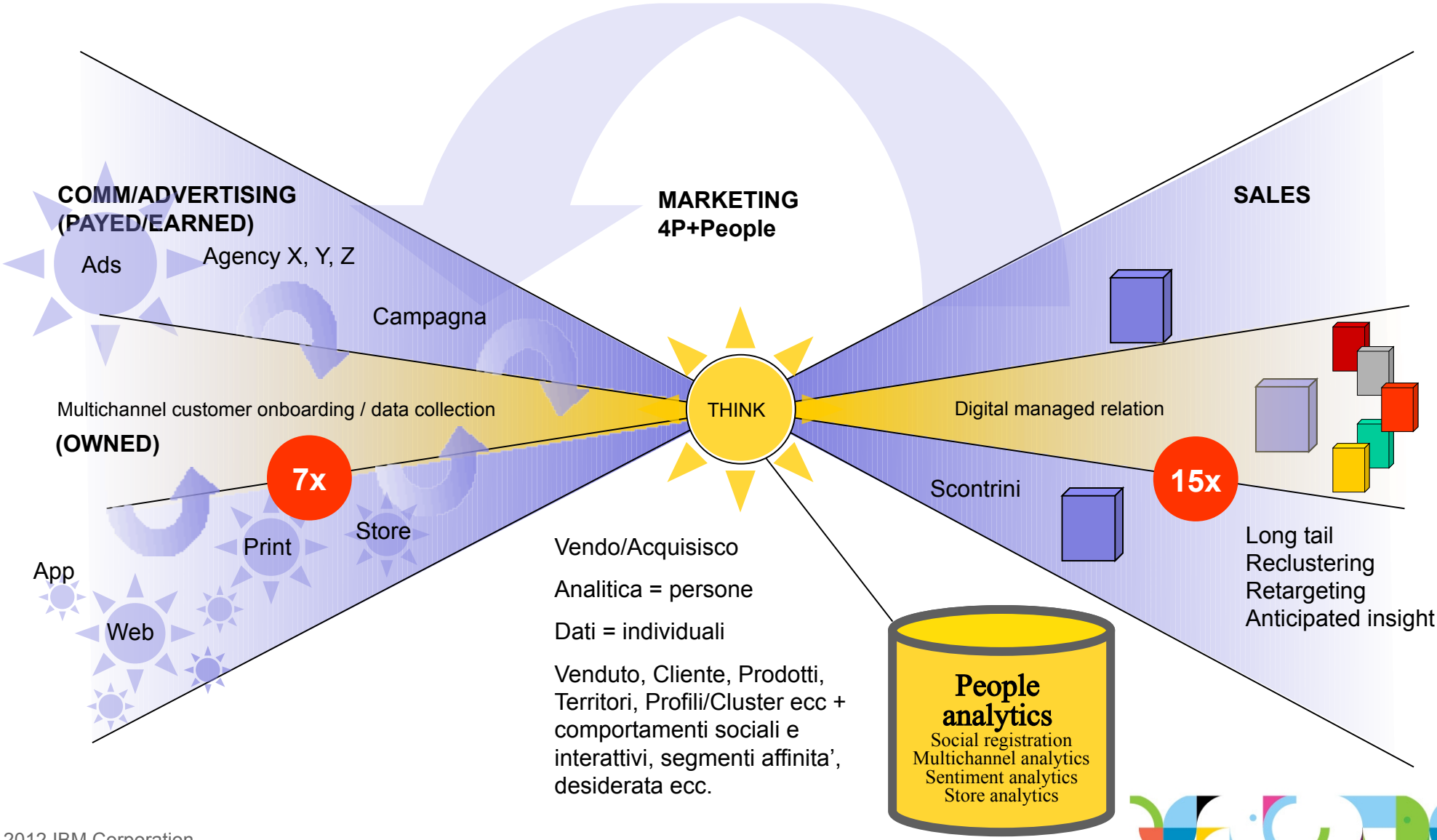
Utilizzare la tecnologia in modo strategico



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IBM Customer Experience Suite

- Basata sulle esperienze di successo nella realizzazione di portali web customer-facing
- Progettata in modo da integrare il più ampio portfolio di tecnologie innovative
- Modulare per capitalizzare gli investimenti fatti
- Pronta per offrire un veloce *time to market* ed un basso TCO

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Integrate

© 2012 IBM Corporation

Engage

Create

Target

Socialize

Optimize

Realize

Integrate

Applications

Content

Processes

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Reach

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Create

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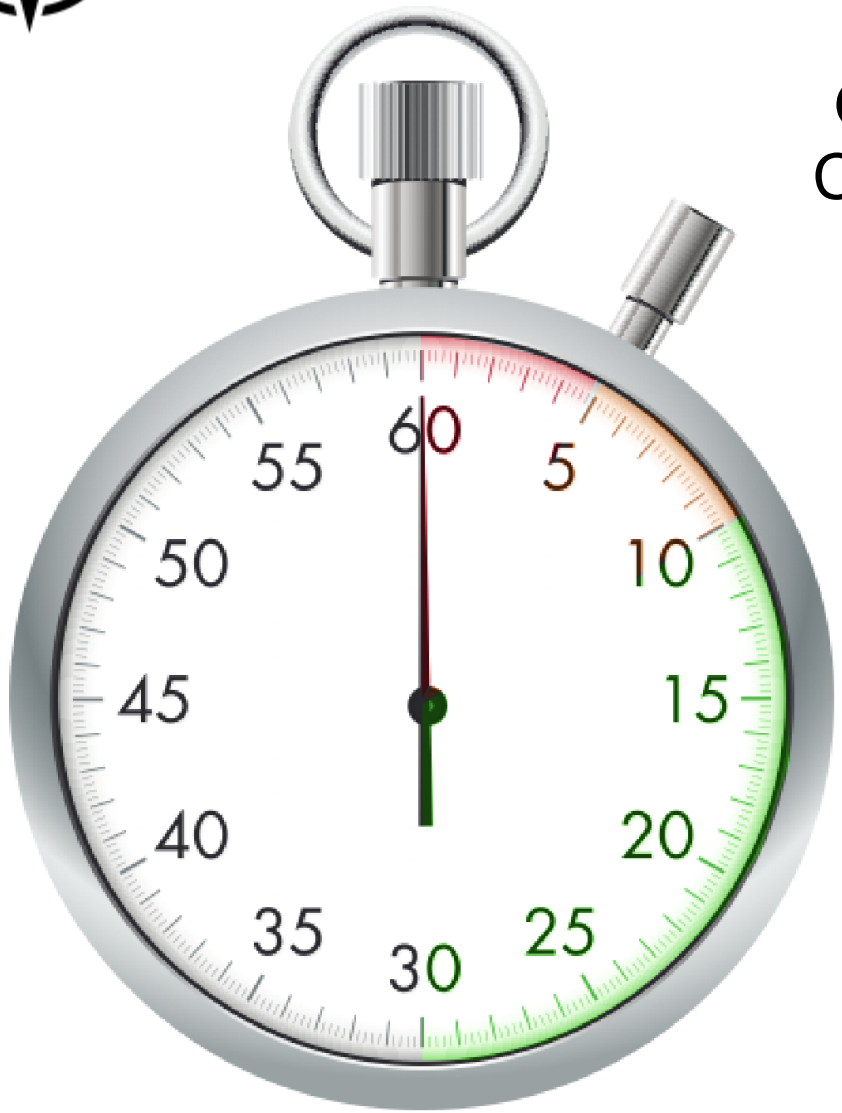
IBM Customer Experience Suite



Ogni **60** secondi siti web basati su IBM Customer Experience Suite gestiscono:

72.000 richieste di disponibilità voli

4.514 transazioni finanziarie

496 visualizzazione di risultati

277 servizi bancari complessi

233 nuovi visitatori con un tempo medio online di **1.4** hrs

23 reclami processati

19 rinnovi cliente

8 servizi amministrativi al cittadino

Fonte: IBM Client Engagements.

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La strategia IBM per la Web Experience

Offrire la possibilità di creare e gestire centralmente tutte queste tipologie di contenuti...

Confezionarle come componenti di una coinvolgente e consistente esperienza utente...

Distribuibile attraverso un ampio spettro di canali digitali

Traditional HTML-based web content

Rich media

Socially-created content

Forms-based customer input

Enterprise data & transactions

Personalized

Localized

Dynamic

Secure

Scalable

LOB-produced

Campaign-driven

Portfolio of web properties

Mobile properties (web app, hybrid, native)

Leased social properties (Facebook, Twitter, etc)

Customer self-service solutions

Commerce sites

Web analytics
Business analytics
Social listening & sentiment

Content creation monitoring
A/B & MV testing

Con un costante feedback e misurazione dei risultati

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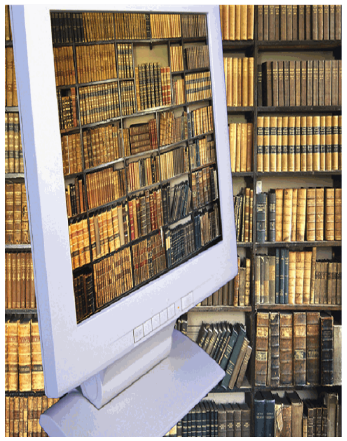

Content

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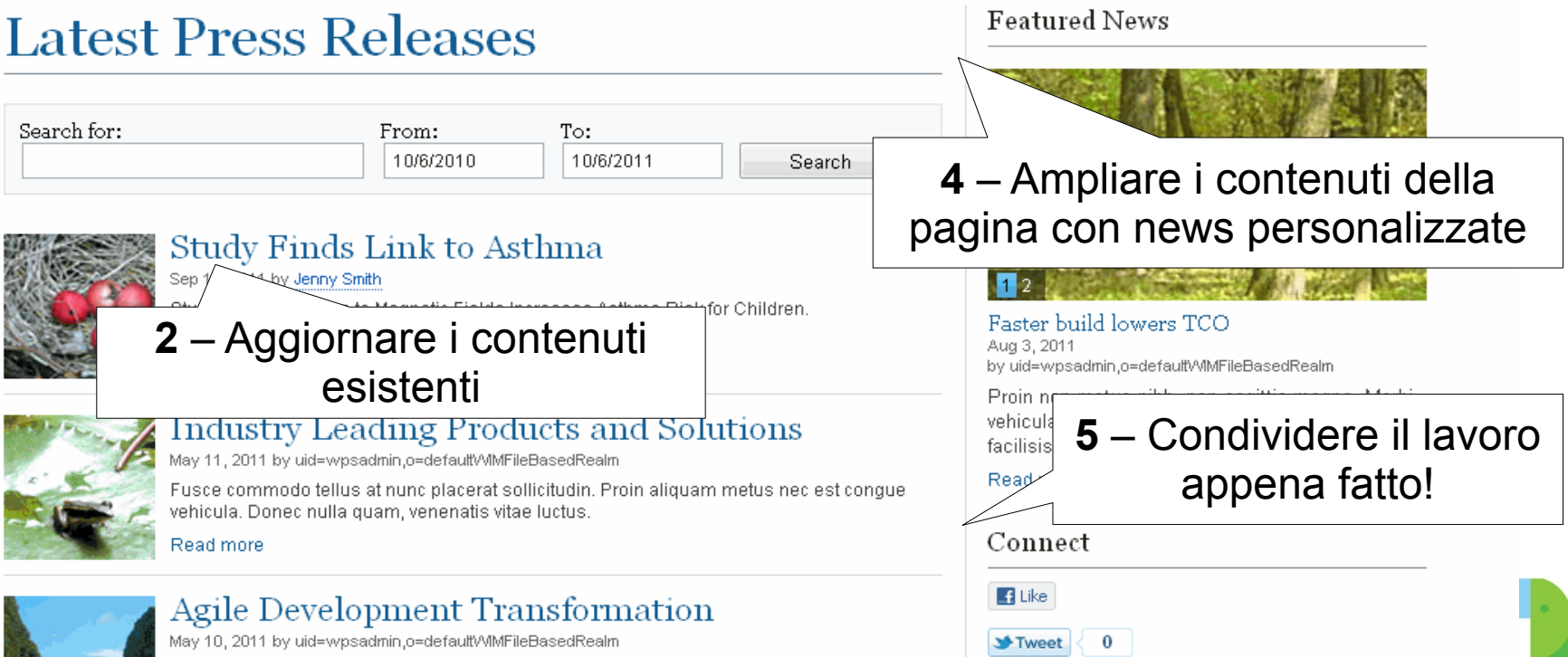
In meno di 15 minuti un utente può:



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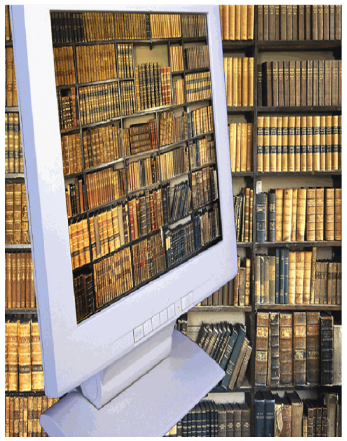

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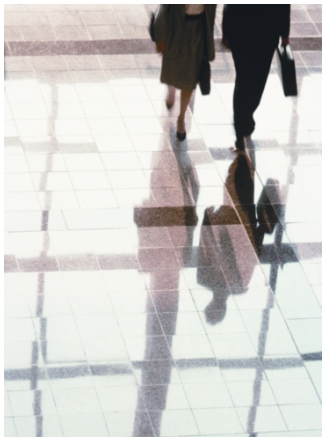

Social

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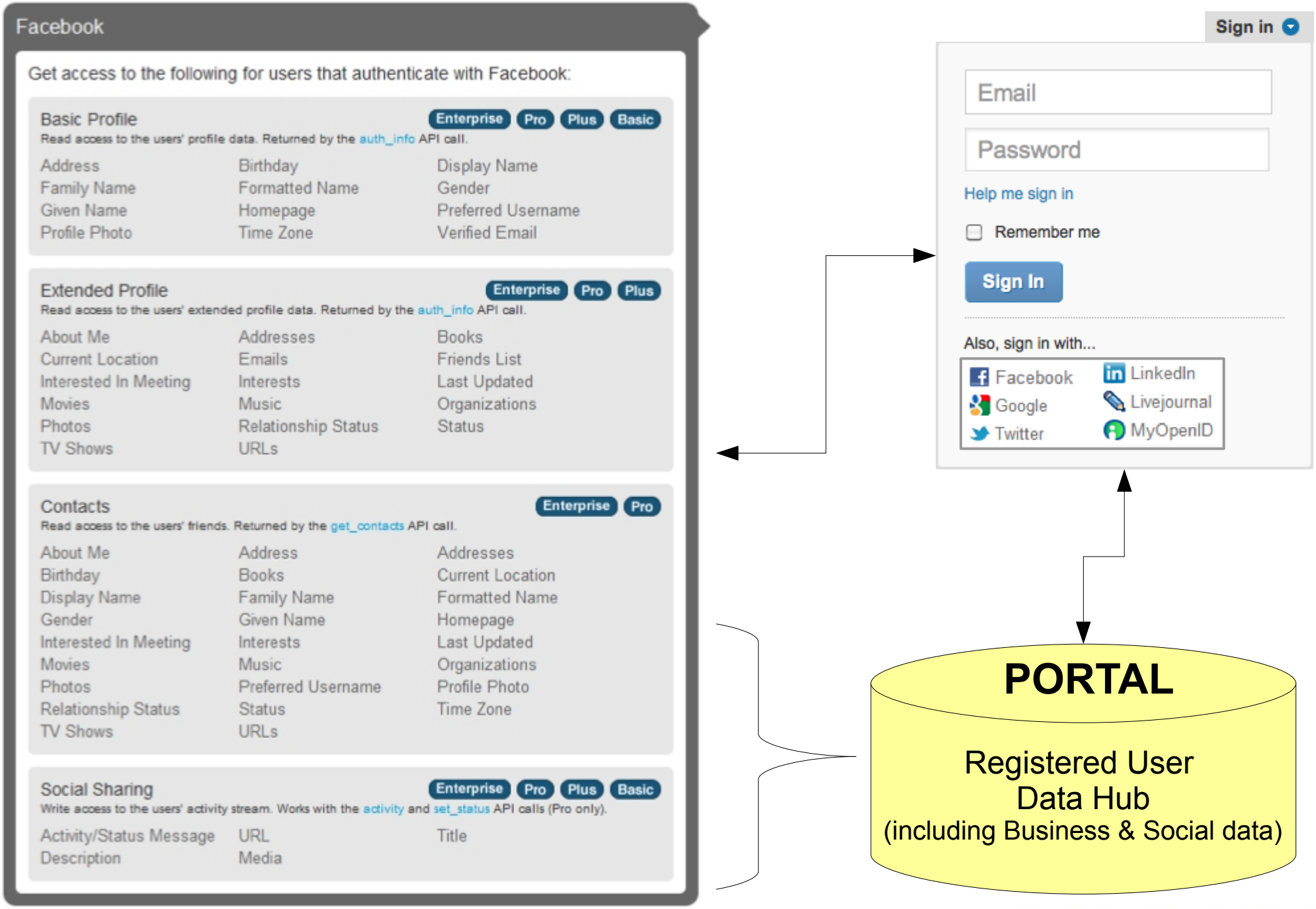

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Servizi di community e social media privati

Il portale può ospitare community per coinvolgere le persone, condividere info ed esperienze.

Rich media multimediali

Tag cloud dinamiche per offrire nuove modalità di classificazione e ricerca delle pagine

Interazione con gli utenti che possono pubblicare commenti e dare un rating alle singole info

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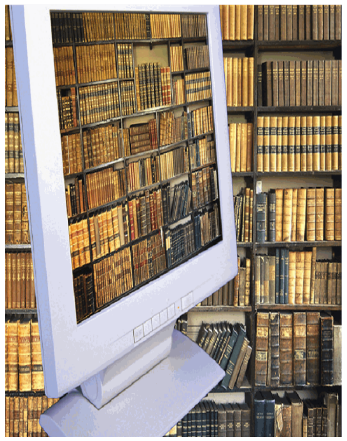

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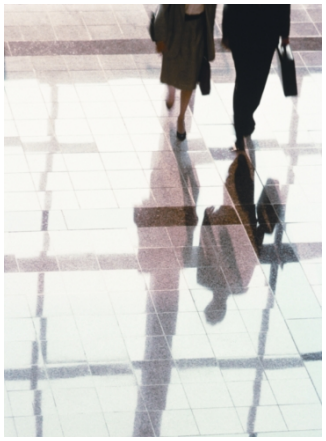

Social

Analytics

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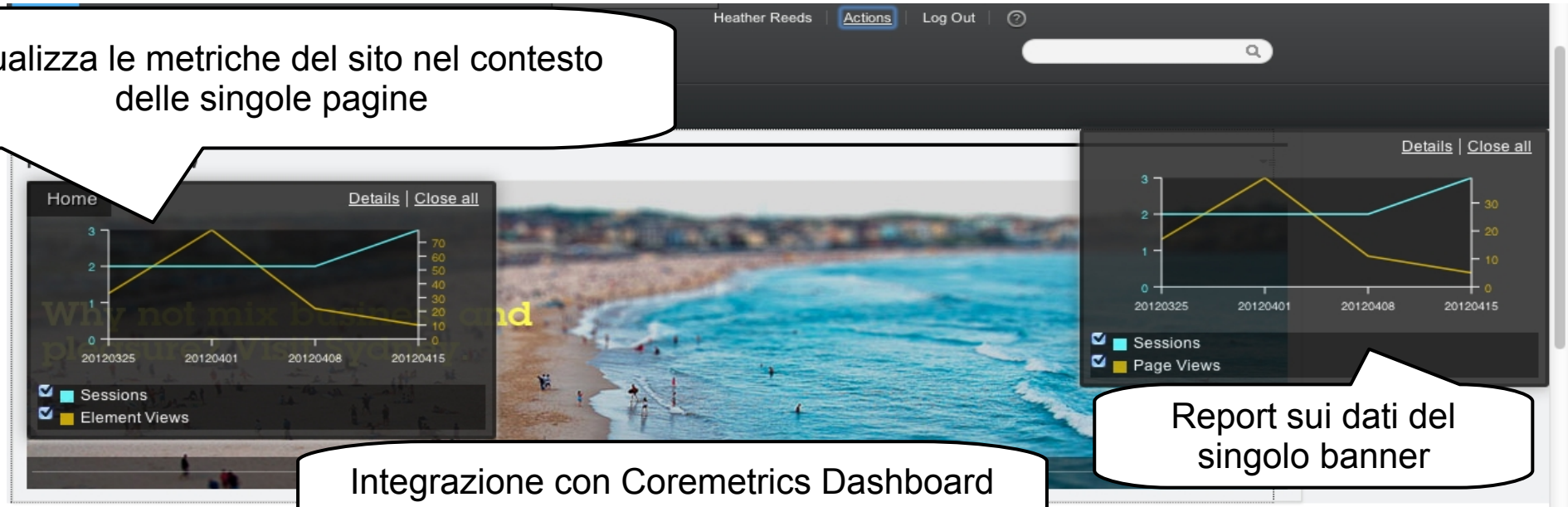
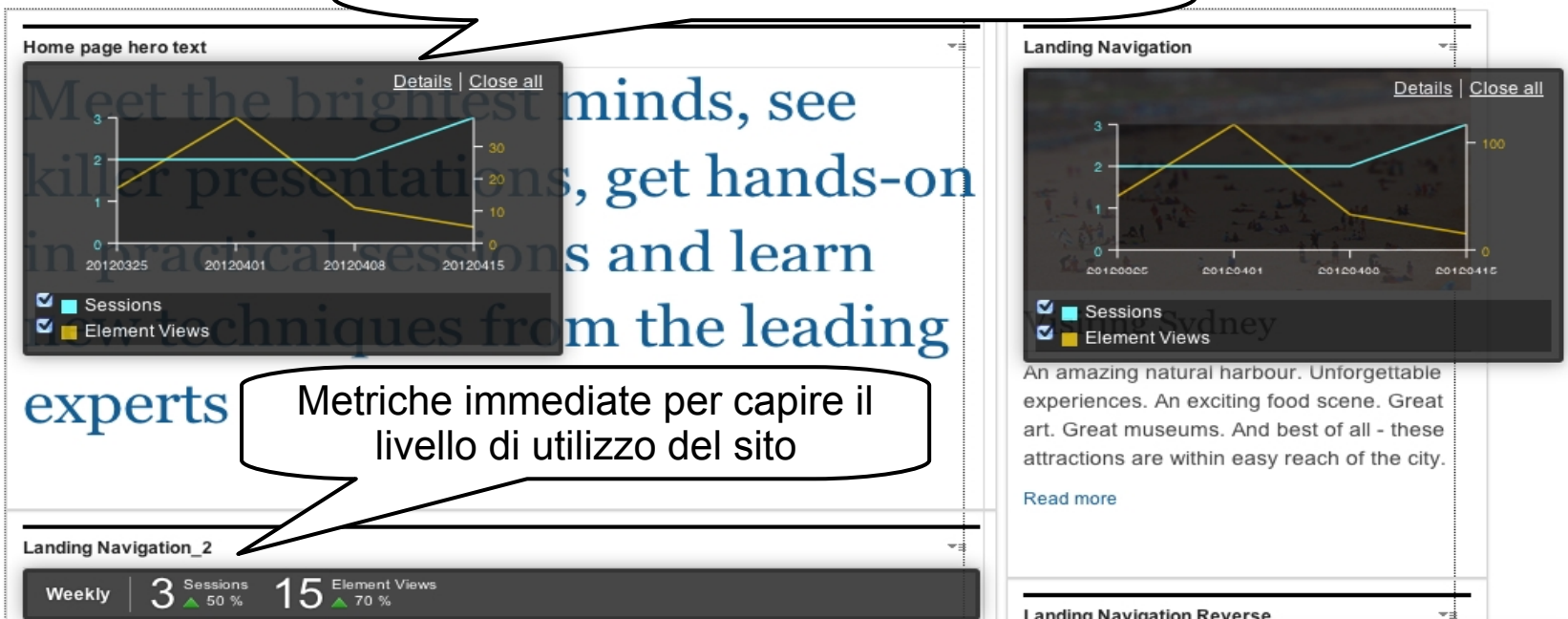
Verificare in real time le iniziative di mktg

Visualizza le metriche del sito nel contesto delle singole pagine



Report sui dati del singolo banner

Integrazione con Coremetrics Dashboard per più ampi e specifici report



Metriche immediate per capire il livello di utilizzo del sito

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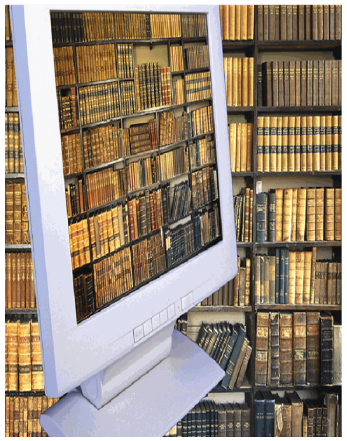

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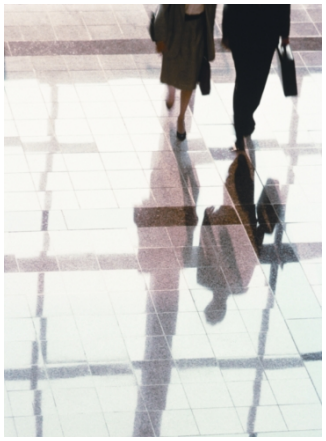

Social

Analytics

Mobile

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Dare vita ad un *responsive design*

Una combinazione di cambiamenti dinamici legati all'ampiezza, risoluzione e tipologia video dei vari device

320px small smart phone portrait

480px small smart phone landscape

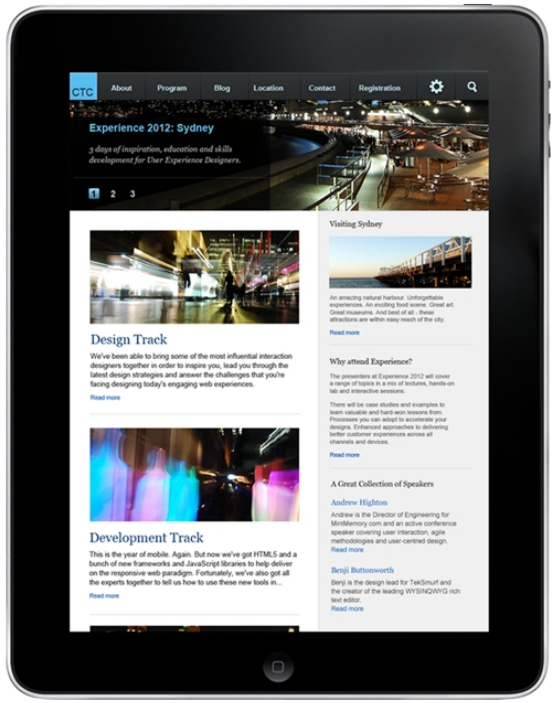
600px small tablet portrait

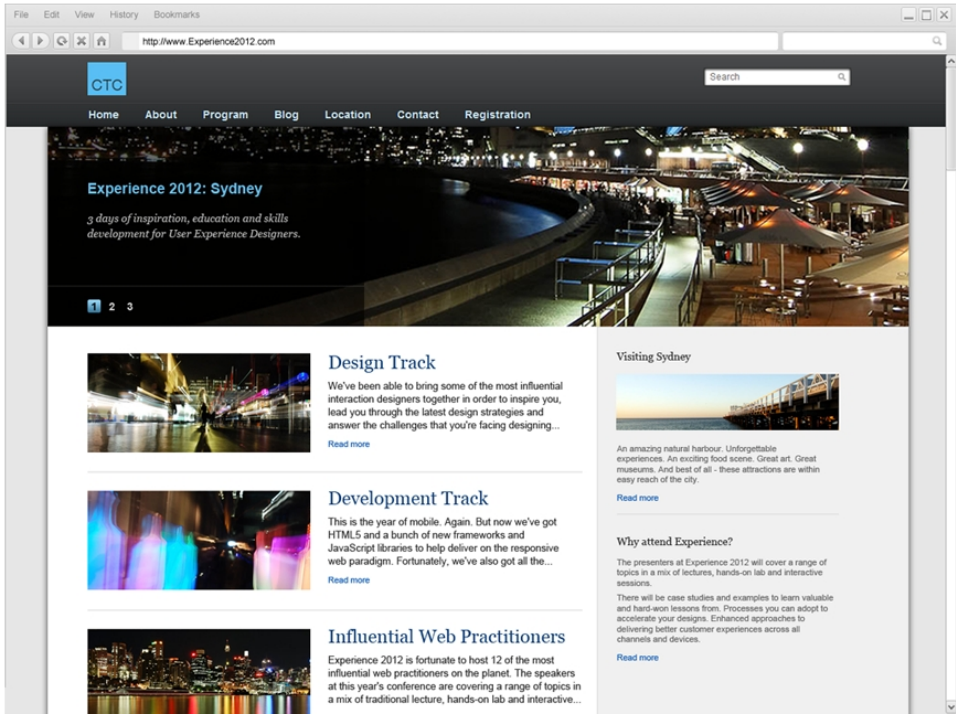
768px small tablet landscape

1024px tablets, notebooks and desktops

1200px wider monitors

1600+px Very wide monitors and some HD Devices





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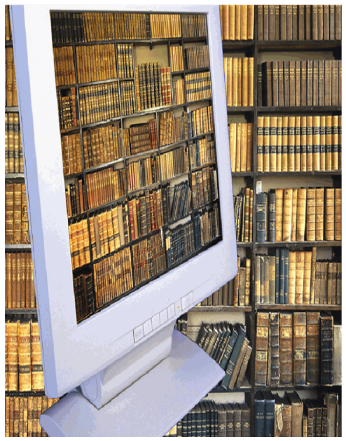

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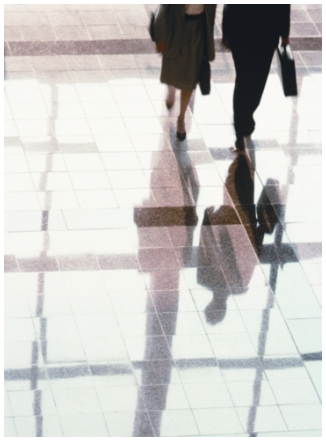

Social

Analytics

Mobile

Total Cost of Ownership / Time to Market

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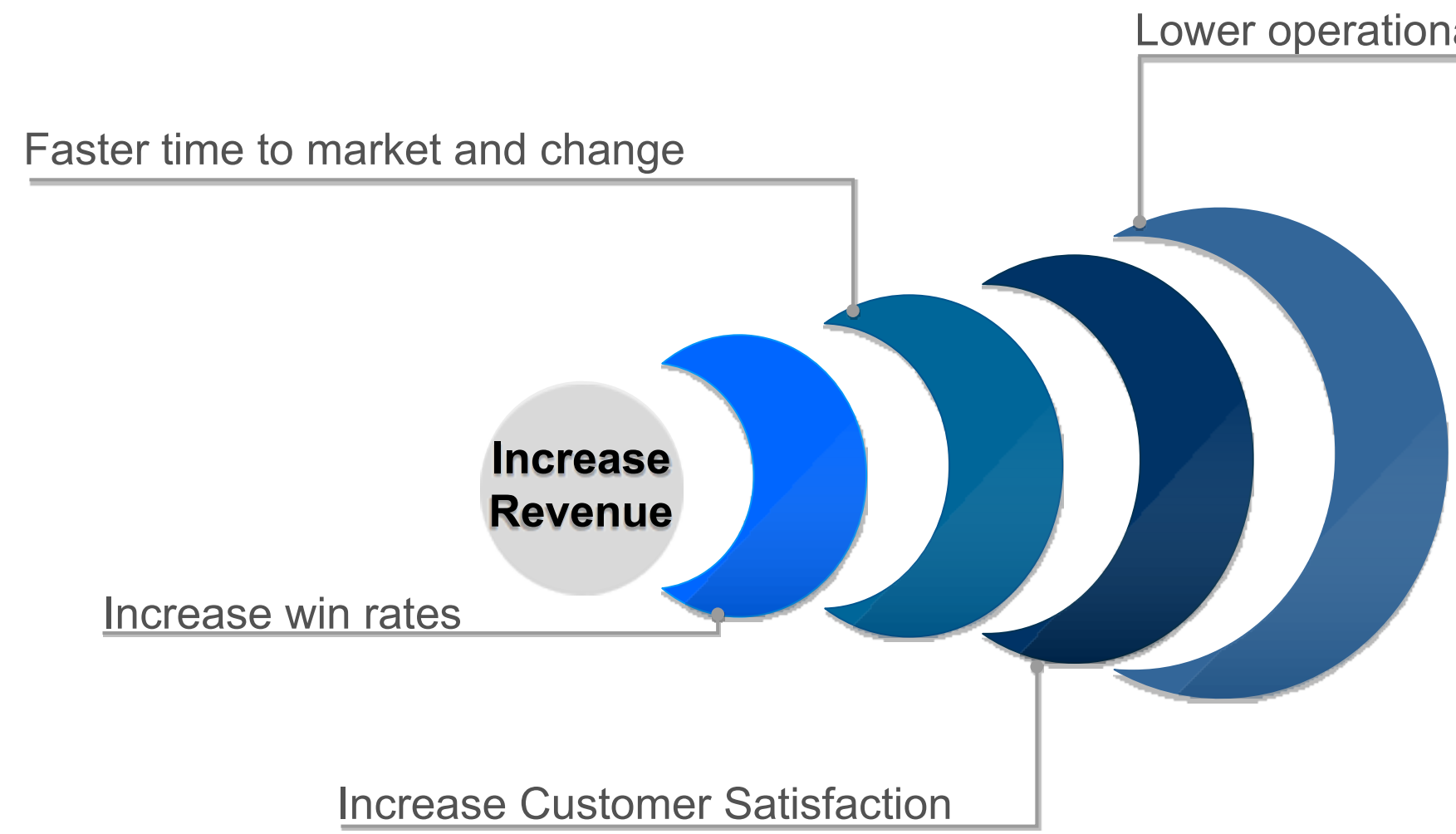
Il valore di IBM Customer Experience Suite



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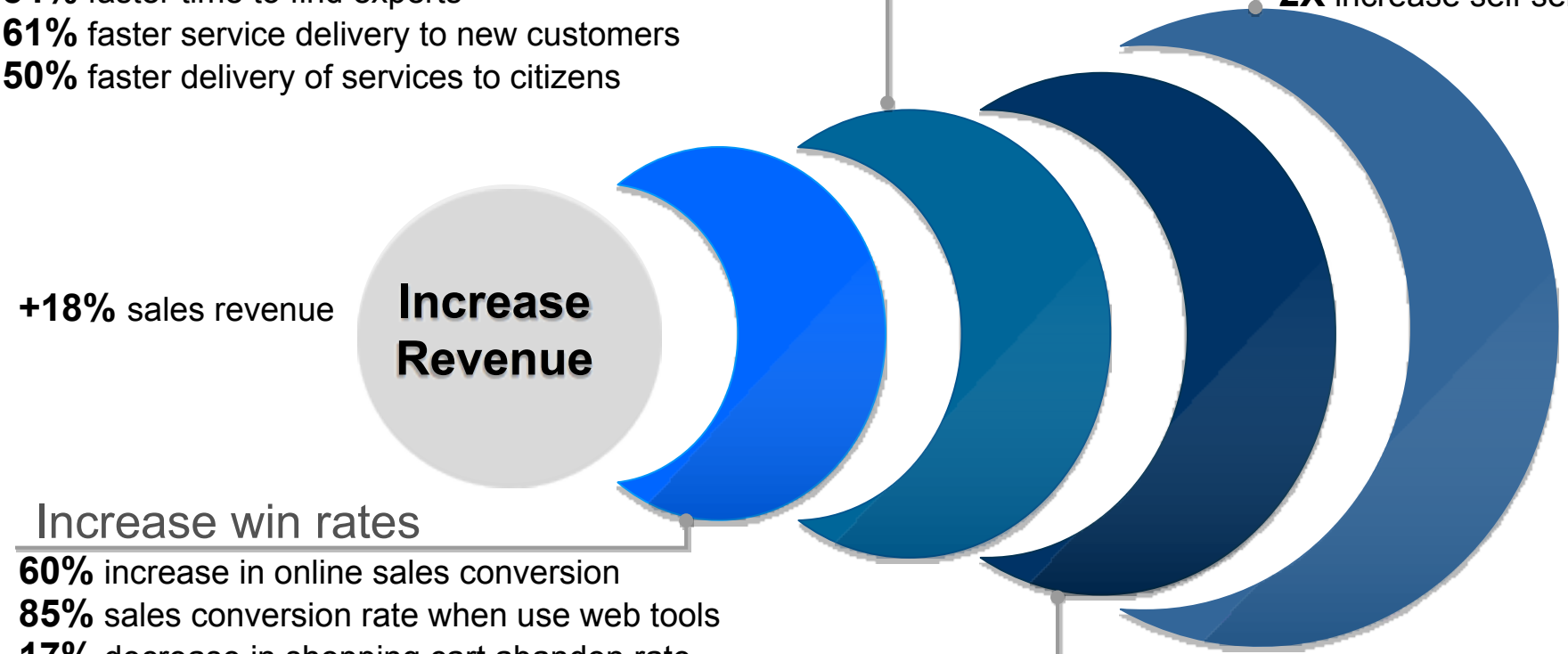
Il valore di IBM Customer Experience Suite

Lower operational cost

90% lower cost to serve customer
62% customers didn't need to call
30% reduction in call center calls
10% reduction in no show rate
2X increase self service transactions

Faster time to market, delivery of services

84% faster time to find experts
61% faster service delivery to new customers
50% faster delivery of services to citizens



+18% sales revenue

Increase win rates

60% increase in online sales conversion
85% sales conversion rate when use web tools
17% decrease in shopping cart abandon rate

Increase Customer Satisfaction

30% higher rating for web self service than help desk
30% increase in referral rates

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IBM Exceptional Multichannel Experience

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