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Enterprise 2.0 & Social Business Consultant, IBM Italia

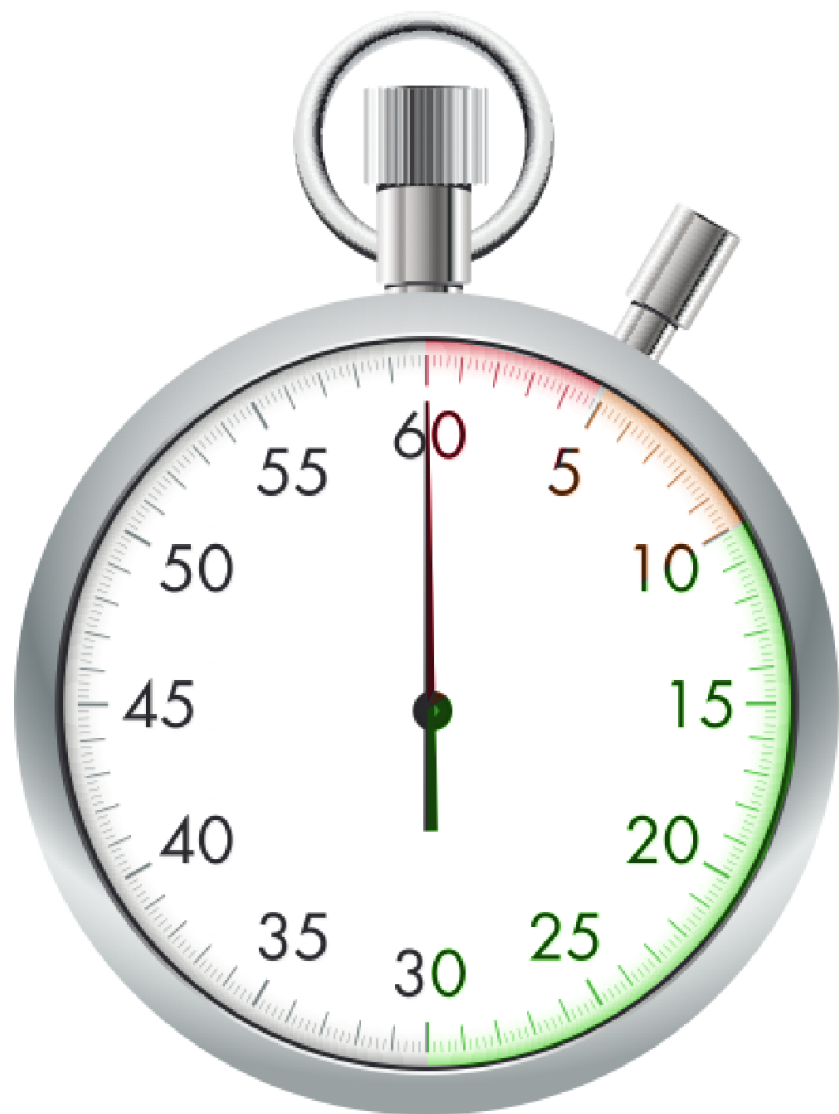


**IBM Exceptional
Multichannel Experience**





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

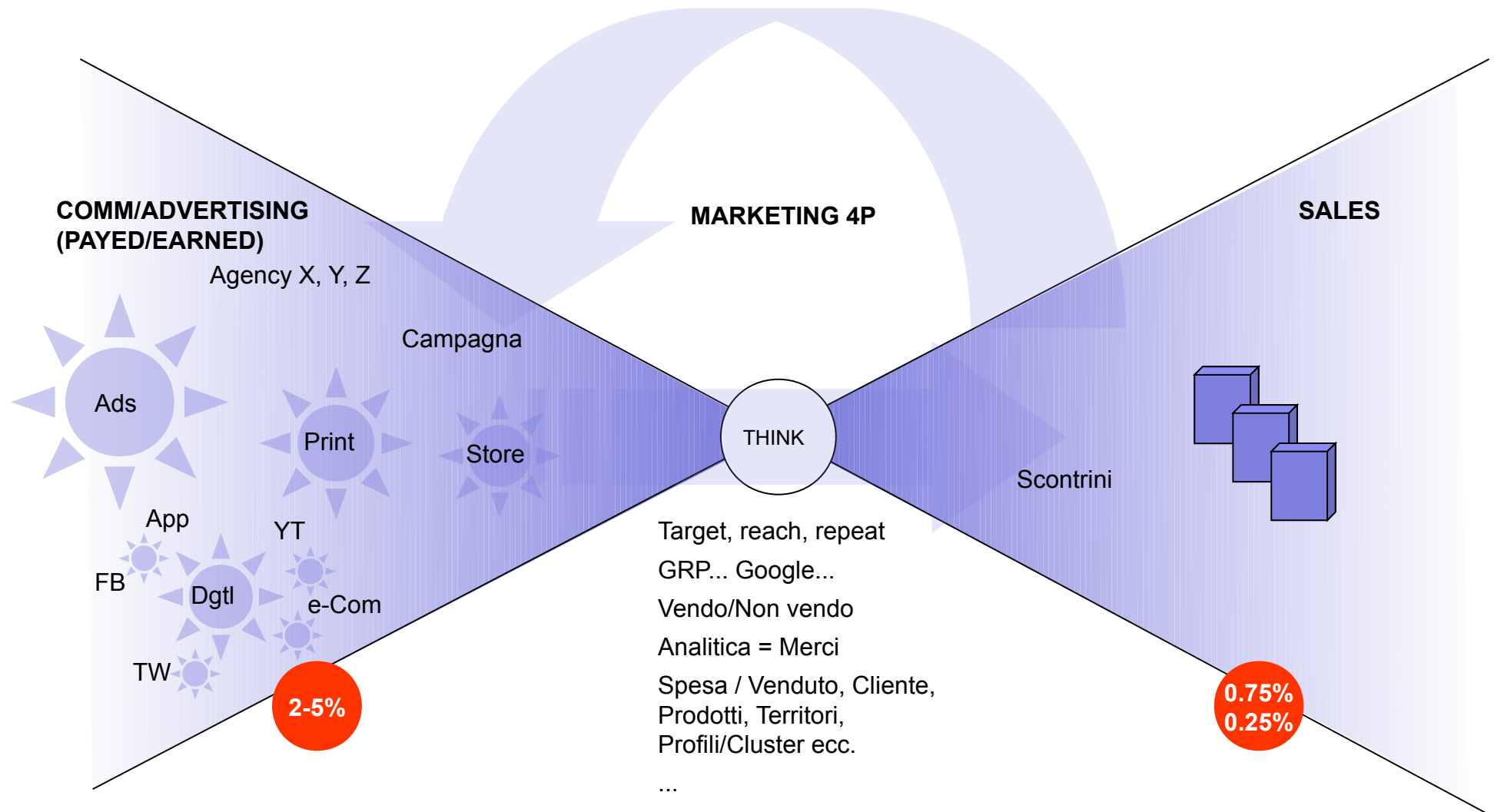
Sono il tempo medio che si ha per riuscire a comunicare il proprio valore altrimenti si **perdono potenziali clienti**

Superati i primi **30** secondi

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

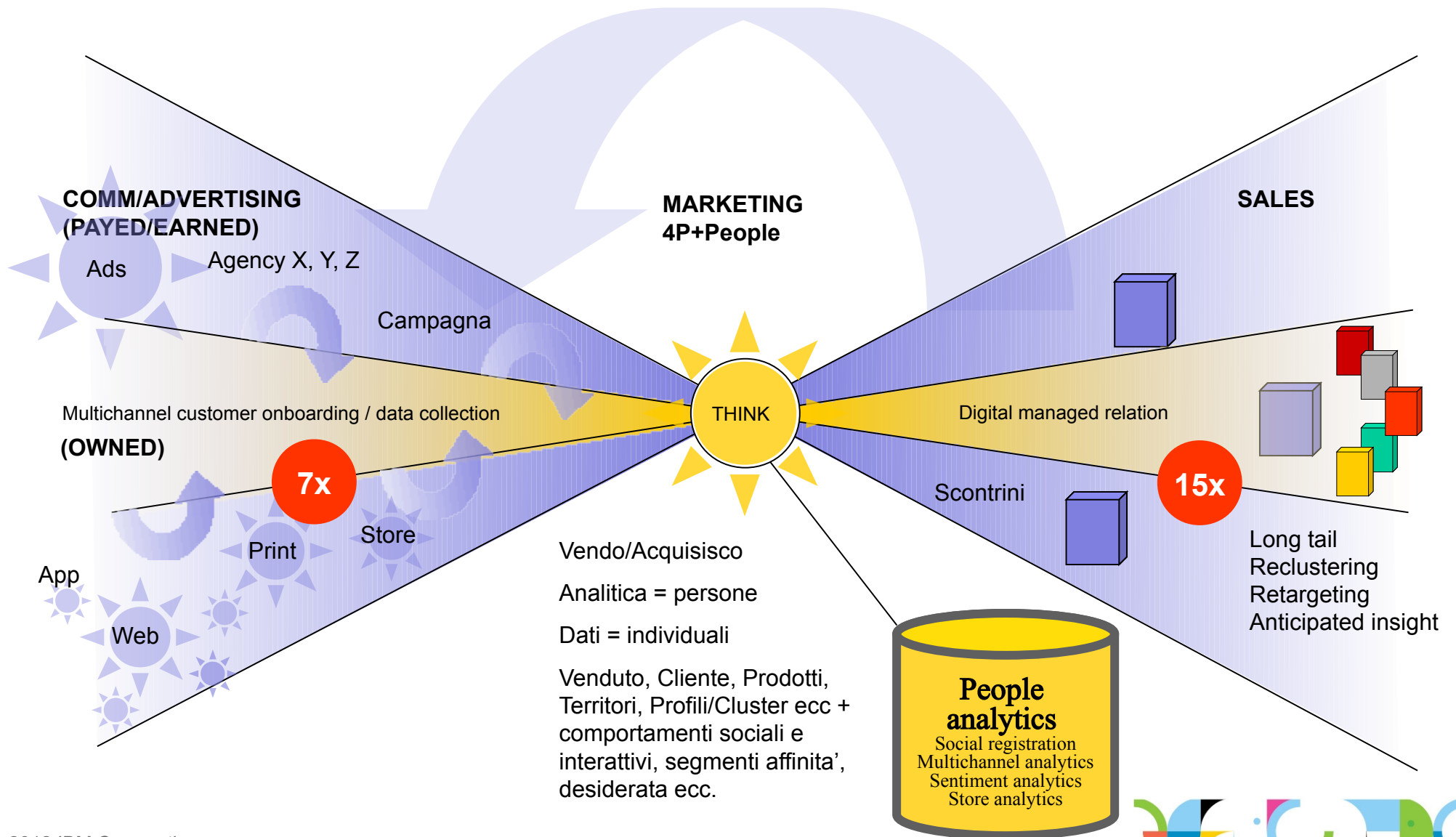


L'obiettivo è superare l'approccio tattico





Utilizzare la tecnologia in modo strategico

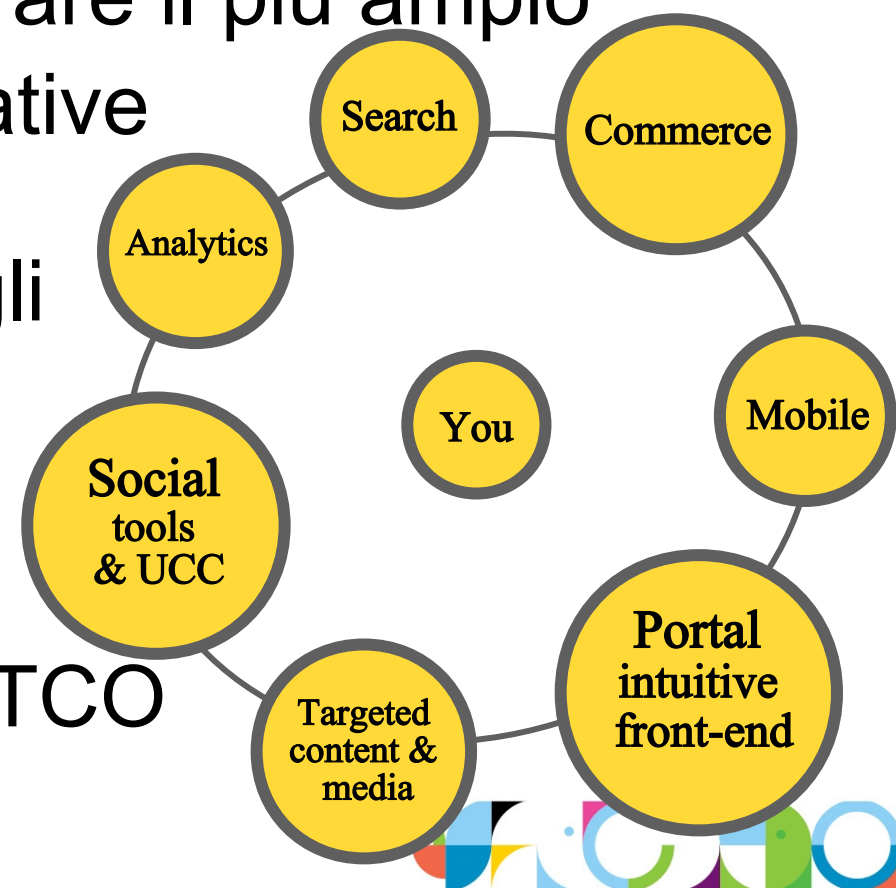






IBM Customer Experience Suite

- 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



Integrate



Applications



Content



Processes



Engage



Create



Target



Socialize



Optimize



Realize

Integrate



Applications



Content



Processes



Reach



Engage



Create



Target



Socialize



Optimize



Realize

Integrate



Applications



Content

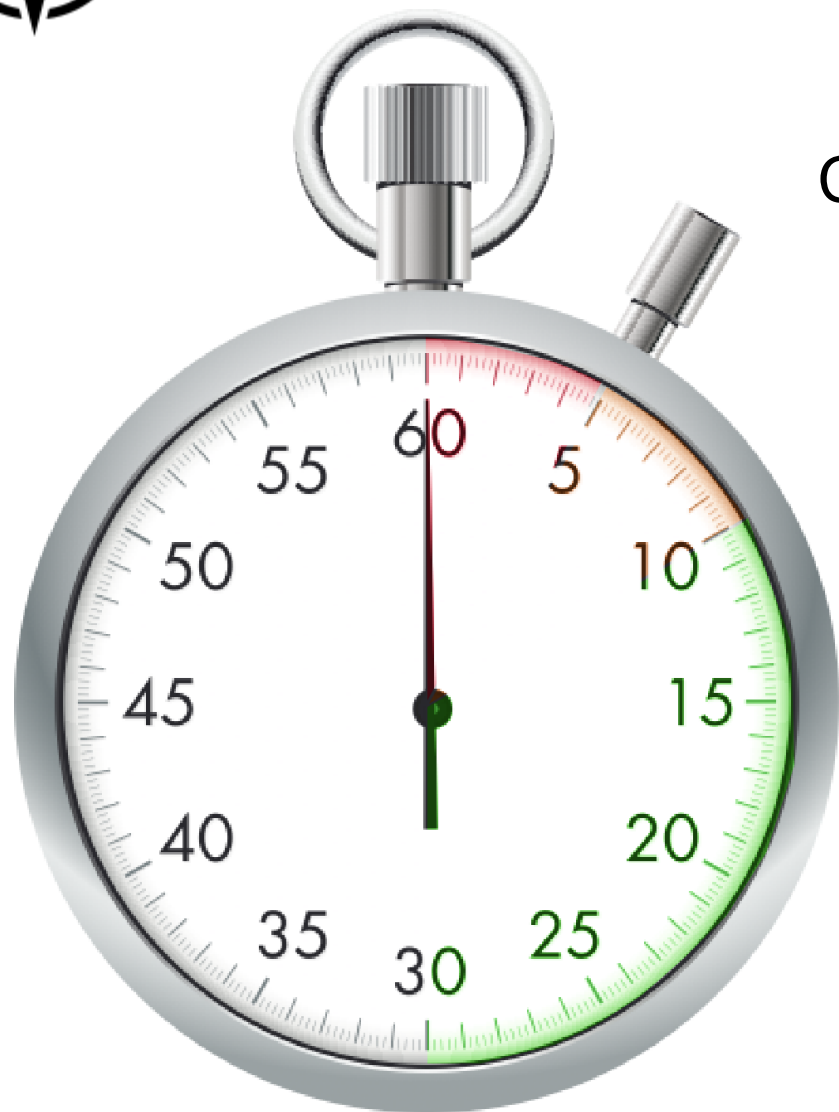


Processes





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

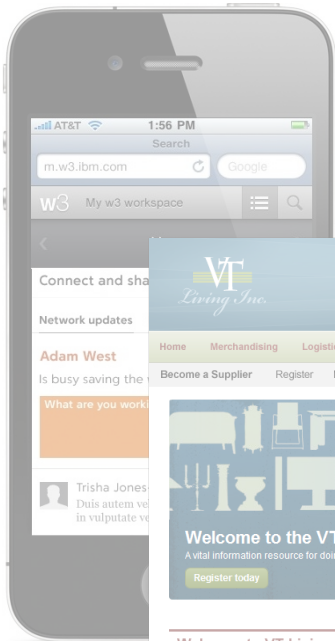
19 rinnovi cliente

8 servizi amministrativi al cittadino





IBM Customer Experience Suite



Internet

Welcome to the VT Living Inc. Supplier Portal!
A vital information resource for doing business with VT Living Inc.

[Register today](#)

Welcome to VT Living Inc.

This site provides easy access to information for existing and prospective VT Living Inc. suppliers, agents, and manufacturers. In addition, this site describes the business philosophy of VT Living, including the code of conduct with suppliers and the strategy for establishing long-term relationships with suppliers.

Supplier Information

This site is designed to enable suppliers to enhance their understanding of VT Living Inc. business operations and improve their relationships with us.

Are you an approved supplier? Log in to the site with the username and password that our supplier relations team provided to you. After you log in, you can access a variety of resources and tools to help you manage your transactions with VT Living.

Are you interested in becoming a supplier? Our merchandisers are constantly looking for new and innovative new products and designs. Our goal is to establish mutually beneficial relationships with our vendors that we can sustain over a long period of time. The Vendor Reference Guide available on this site contains all the information you need about how to get involved, including supplier requirements and the tools and resources we provide to you.



Intranet

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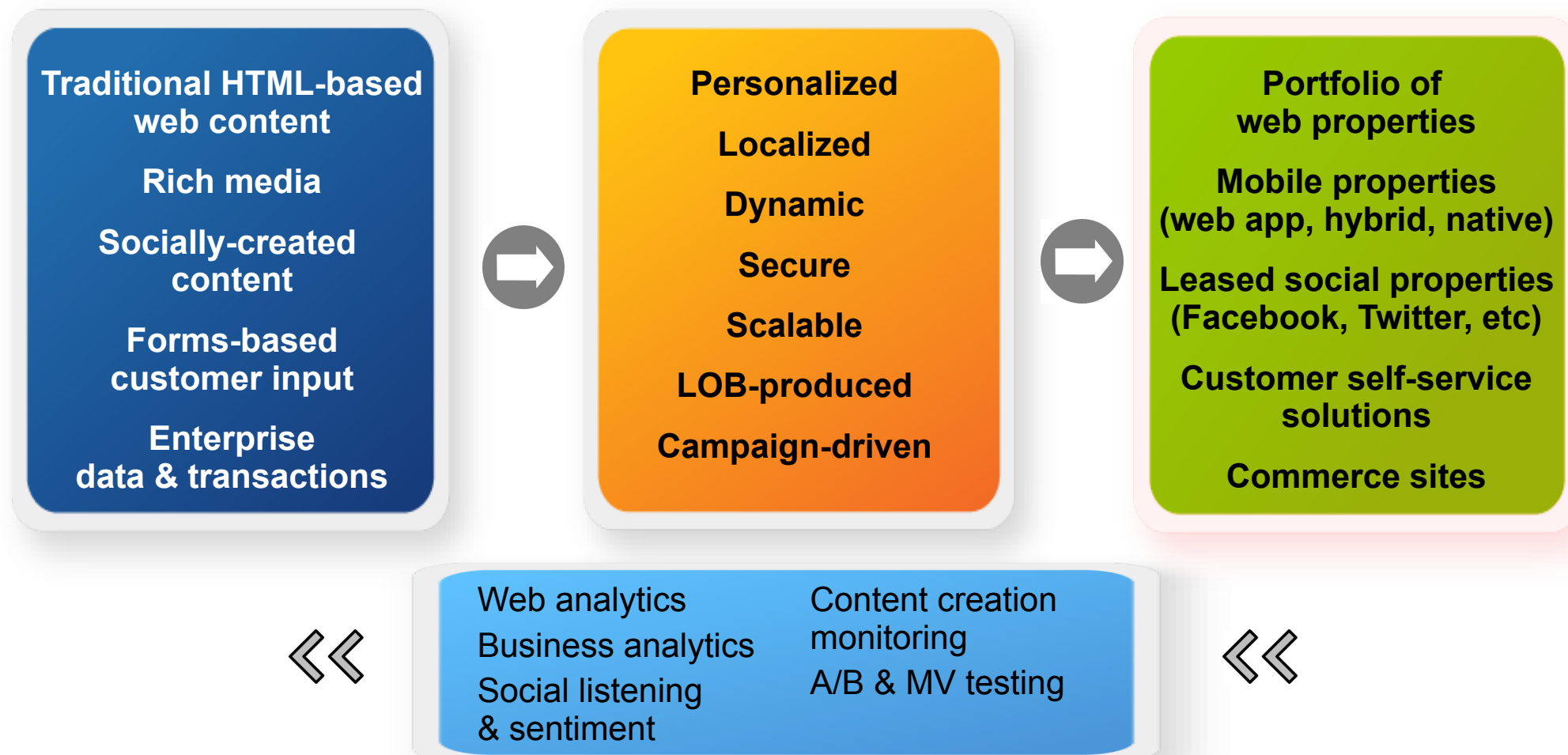


La strategia IBM per la Web Experience

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



Con un costante feedback e misurazione dei risultati





IBM Customer Experience Suite v8



Content



In meno di 15 minuti un utente può:



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4 – Ampliare i contenuti della pagina con news personalizzate



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5 – Condividere il lavoro appena fatto!

Connect

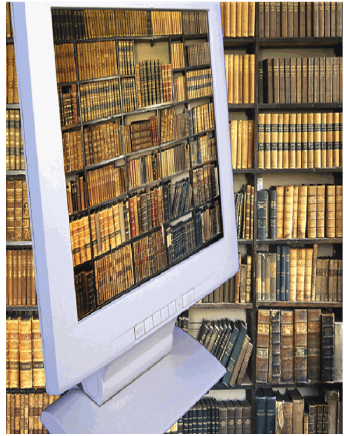
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Tweet 0





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Content



Social



Facebook

Get access to the following for users that authenticate with Facebook:

Basic Profile Enterprise Pro Plus Basic
 Read access to the users' profile data. Returned by the `auth_info` API call.

Address	Birthday	Display Name
Family Name	Formatted Name	Gender
Given Name	Homepage	Preferred Username
Profile Photo	Time Zone	Verified Email

Extended Profile Enterprise Pro Plus
 Read access to the users' extended profile data. Returned by the `auth_info` API call.

About Me	Addresses	Books
Current Location	Emails	Friends List
Interested In Meeting	Interests	Last Updated
Movies	Music	Organizations
Photos	Relationship Status	Status
TV Shows	URLs	

Contacts Enterprise Pro
 Read access to the users' friends. Returned by the `get_contacts` API call.

About Me	Address	Addresses
Birthday	Books	Current Location
Display Name	Family Name	Formatted Name
Gender	Given Name	Homepage
Interested In Meeting	Interests	Last Updated
Movies	Music	Organizations
Photos	Preferred Username	Profile Photo
Relationship Status	Status	Time Zone
TV Shows	URLs	

Social Sharing Enterprise Pro Plus Basic
 Write access to the users' activity stream. Works with the `activity` and `set_status` API calls (Pro only).

Activity/Status Message	URL	Title
Description	Media	

Sign in

Email

Password

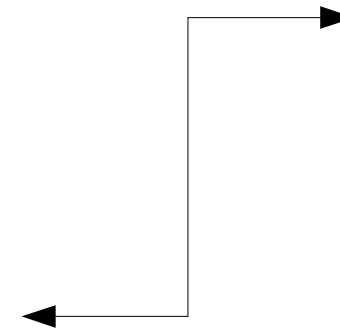
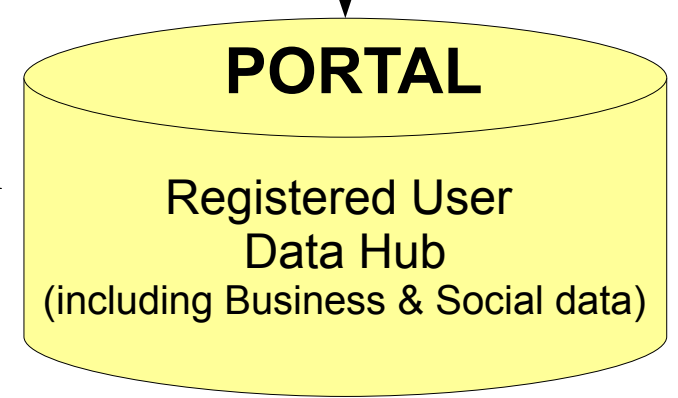
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Sign In

Also, sign in with...

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 LinkedIn
 Google
 Livejournal
 Twitter
 MyOpenID



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OPEN FINANCIAL NETWORK

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You are in: [Community](#) > [Retirement Planning](#) > Blogs

Welcome to the Retirement Planning Community!

Overview

Retirement Planning is a community that is facilitated and moderated by Open Financial Network Bank

Owned and moderated by:
 Dan Misawa

[Join this Community](#)

Featured Blog - Retirement Planning

Fine-tuning Your Investment Portfolio +★²

Created By [Dan Misawa](#) | July 24 | Tags: [funds](#) [technical analysis](#) [retirement](#) | [Comments \(2\)](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce libero tellus, molestie in imperdiet vel, dapibus vitae quam. Sed ut lacus est. Phasellus ullamcorper sem eget nisl blandit ultrices. Nullam ligula nunc, malesuada eget malesuada sit amet, egestas eget lacus. Integer at nisi metus. Duis viverra viverra lorem sit amet gravida. Morbi quis augue justo, non placerat neque. Duis iaculis nisl magna, at aliquet augue. Nulla facilisi. Donec adipiscing, dui sit amet semper dapibus, libero felis ullamcorper lorem, sit [Retirement Planning Calculator](#) eget dui. Nam a vulputate est. Pellentesque non mi ut velit tempor commodo.

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Tags ?

funds	5
technical_analysis	4
income_plus	4
long_term	2
compensation	1

Comments (2)

- [Sam Curman](#) | Jan 10 2011
Great article
- [Evelyn](#) | I learned so...

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Related Topics

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- [Planning twenty years ahead](#) (2 replies) 10:13am
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- [Questions to ask a potential advisor?](#) (3 replies) Jan 27

Additional Resources

- [Retirement calculator](#)
- [Age payoff calculator](#)
- [401K portfolios](#)
- [Finding the right advisor](#)
- [How much life insurance?](#)

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





IBM Customer Experience Suite v8



Content



Social

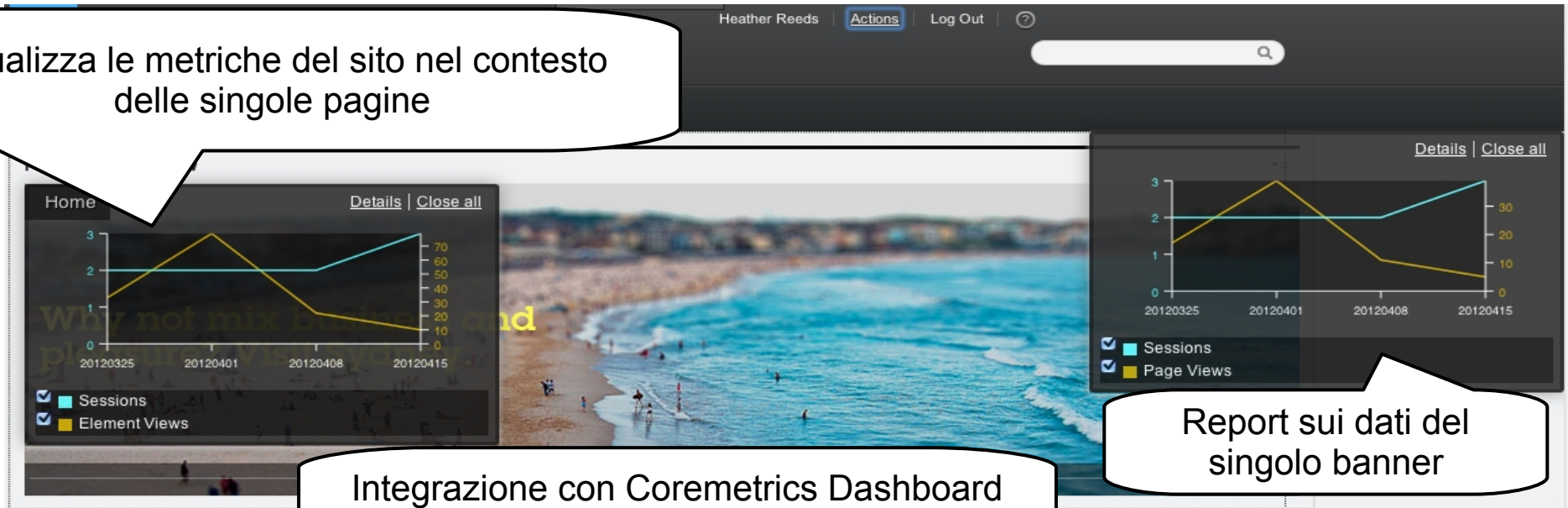


Analytics



Verificare in real time le iniziative di mktg

Visualizza le metriche del sito nel contesto delle singole pagine



Integrazione con Coremetrics Dashboard per più ampi e specifici report



Metriche immediate per capire il livello di utilizzo del sito



IBM Customer Experience Suite v8



Content



Social



Analytics



Mobile



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

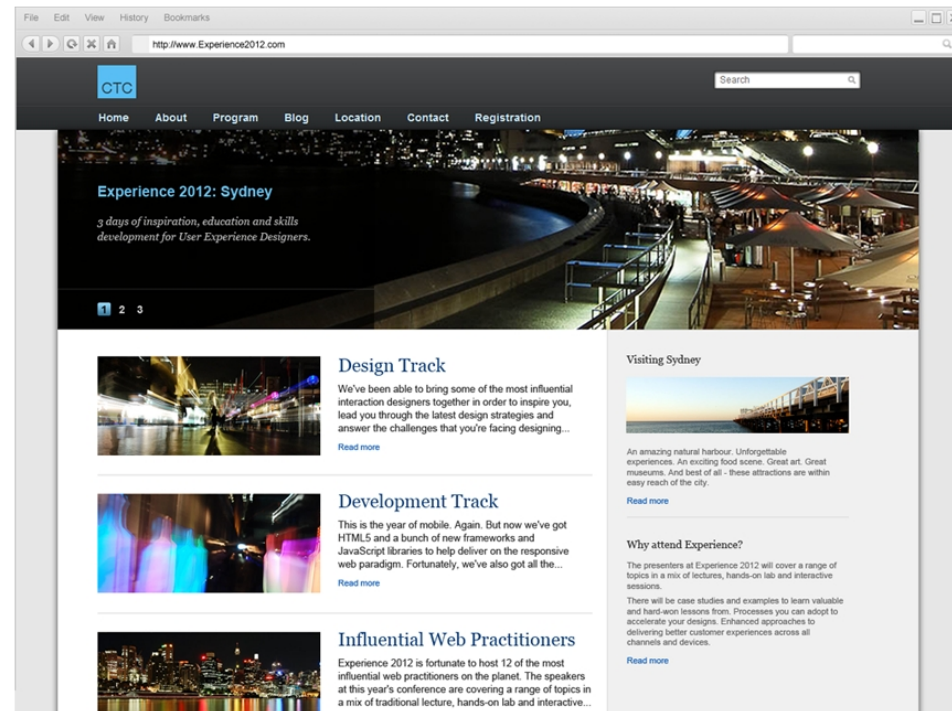
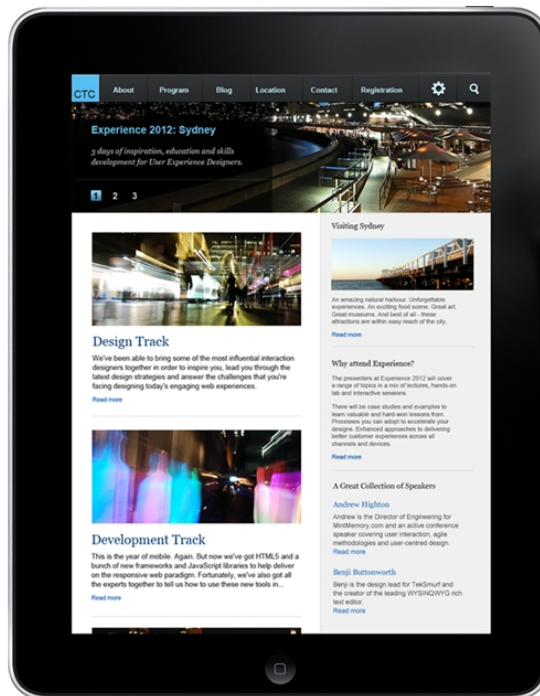
600px
small tablet
portrait

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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Content



Social



Analytics



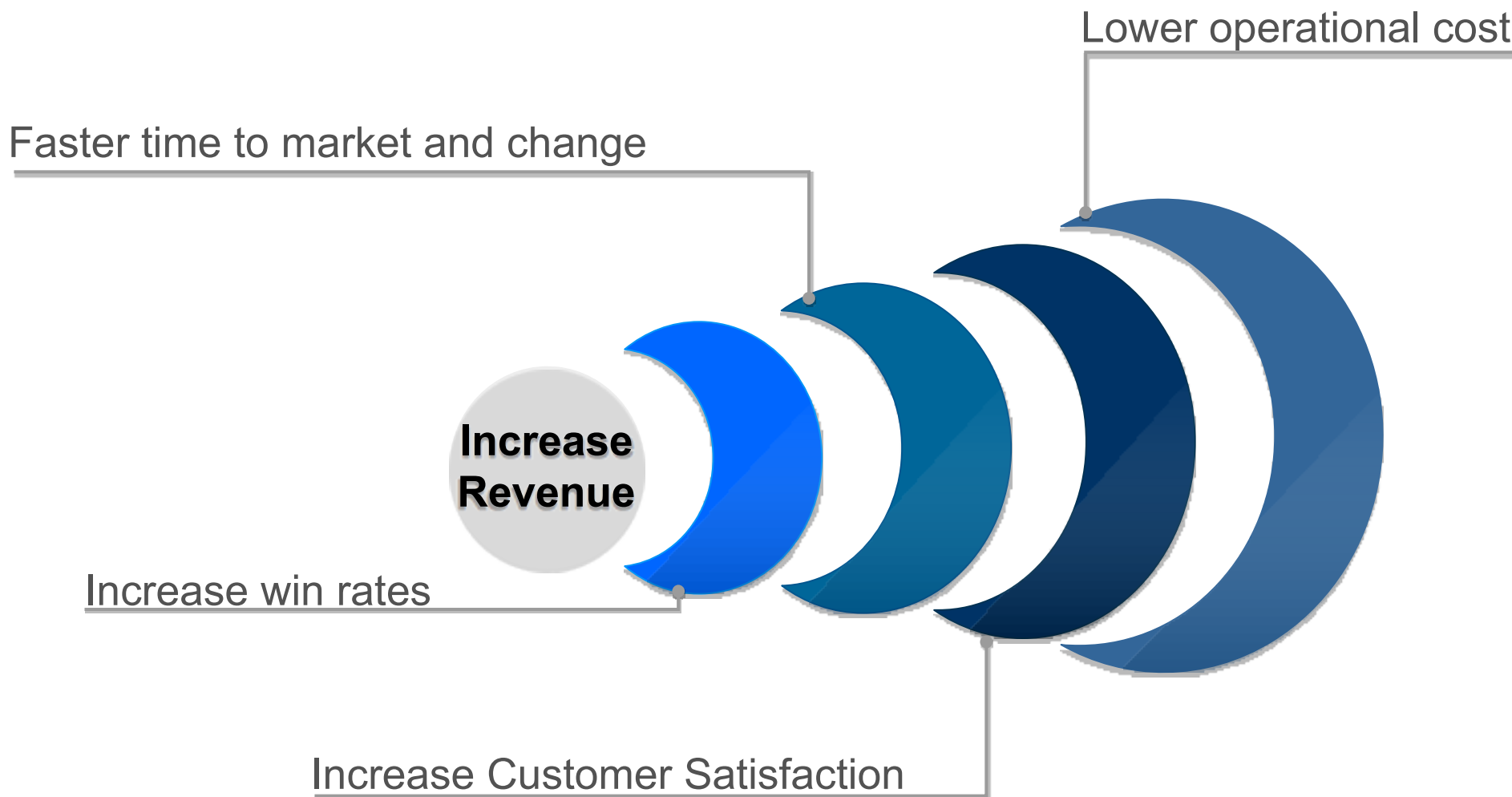
Mobile



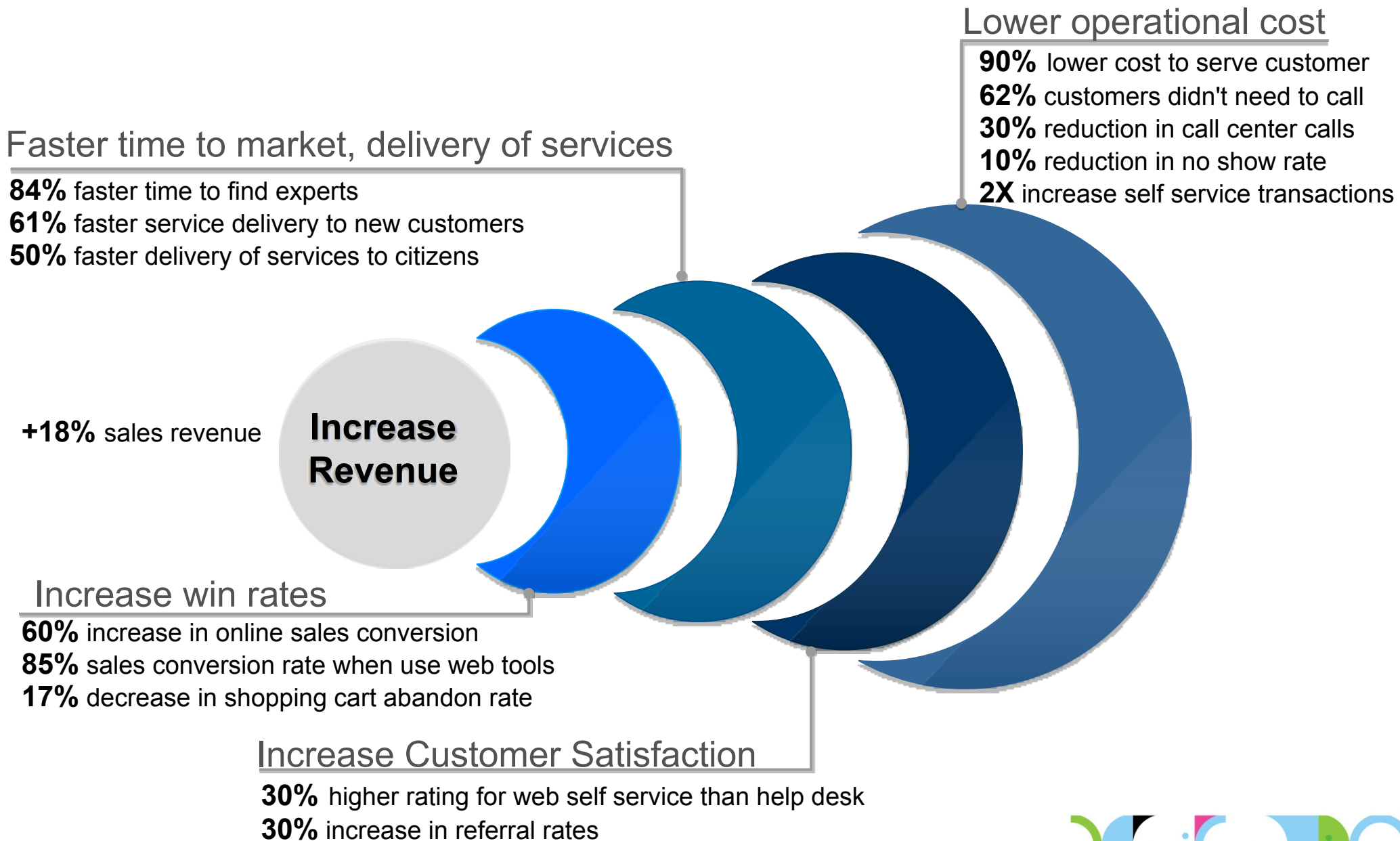
Total Cost of Ownership / Time to Market



Il valore di IBM Customer Experience Suite



Il valore di IBM Customer Experience Suite





IBM Exceptional Multichannel Experience

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