

# BusinessConnect

A New Era of Smart

29/05/2014

## Customer Journey



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## Objective

**Marketing and IT collaboration** is a critical success factor for **success, on line and in store.**

Today we show an **example of Customer Experience** from a Retail case; the model **can be tailored for each industry and each Brands**

Where to start from? Nobody is a White Board and the IT Market is complex: **Smarter Commerce Maturity Workshops** help the definition of **Digital Business Roadmaps – specific for each Brand**



# Moments matter to today's customer

## CONSIDER:

**5.9B** mobile phone subscribers across the globe in 2013

**71%** of smartphone users compare prices in stores

**92%** of consumers research online and seek opinions via earned media before a purchase



**2x** as many people in 2013 were willing to share their geolocation data in return for personalized offers compared to the previous year

**84%** of smartphone users check an app as soon as they wake up

**2/3rds** of U.S. adults say they would not return to a business that lost their personal, confidential information

**\$1T** of upside potential in online retail sales if buyers trust more

\*SOURCES: IBM Institute for Business Value,; ChiefMarketer.com

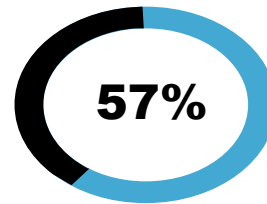
**4/5ths** of U.S. adult smartphone users keep their phones with them 22 hours per day

**5mins.** The response time users expect from a company once they have contacted them via social media

**80%** of individuals are willing to trade their information for a personalized offering

**84%** of Millennials say social and user-generated content has an influence on what they buy

**70%** of Boomers agree



of companies in 2016 will spend more than 25% of their IT budget on systems of engagement. (Double the investment one year ago.)



## Meeting the customer call is your mission

transform how customers engage with your Brand



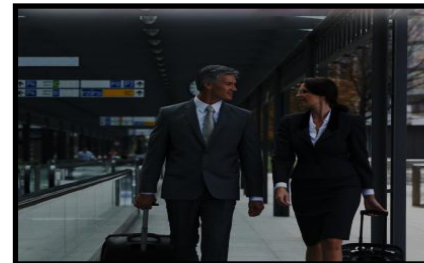
by leveraging technology disruptors



to deliver measurable results in customer revenue, profit, loyalty



while leading organizational change



## Customer Journey: implemented with over thousand Brands

Retail, Retail Banking, Fashion, Telco, Travel, Pharma, Grocery, Media...



BARNES & NOBLE  
COLLEGE BOOKSELLERS



# Who's Katie?

DemoTampa\_GreenWheels



## Meet Katie

*23 Years*

*Student*

*Loves Biking*

*Pinterest User*

*Mobile User*

*GB card*

*I desire a new bike*



# A simplified model of purchase experience

## 1 Explore

*Katie Browses the Brand's Community*



*Katie visits the Brand's eCommerce site*



*Katie signs up for Brand's Community*



## 2 Purchase

*Katie purchases Bike*



*Katie receives APP Push*



*Katie receives Thank You eMail*

## 3 Advocate ↓

*Store Builds Bike*



*Katie Picks up Bike*



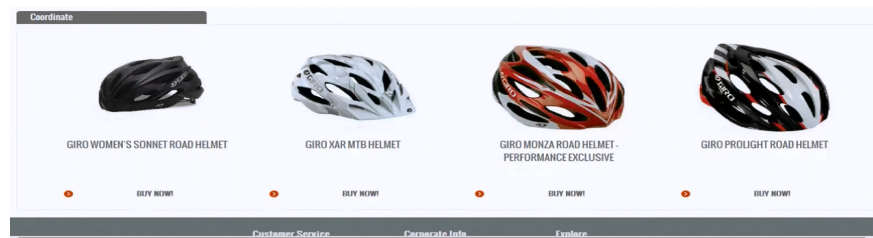
*Katie is a Happy Customer*



*What is the value of an engaging experience?*



*Client*



*Katie Browses the  
Brand's Community*



*Katie visits the Brand's  
eCommerce site*



*Katie signs up  
for Brand's Community*



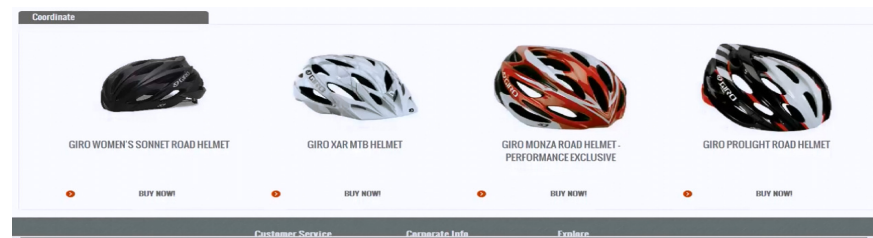


## Common challenges



*Client*

*What is the value of an engaging experience?*



Commerce sites are **full of items, it's hard to find what I need**

I'm often **looking for advice, but rarely I'm supported within the site**

I would like to buy but I am **interrupted by unexpected struggles**: I stop the cart.  
**I call for support but they need too much time** to understand and help me

I'm looking for **"easy to do business with"**



# 1 Explore

A New Era of Smart



## Common challenges

How is it possible to **target large numbers as individuals?**

How to **emerge in the web ocean?**

How can I **keep clients engaged** e.g. when price is an issue?

**Clients would like to share information** if I provide a service.

...but if the subscription is **too complex they quit** – more often from Mobile...

...**Conversion rates drop** and **cost of call center for support rising high!**

## Marketing



“We have to increase customer loyalty. **The digital technologies represent an important channel with which to interact with clients & attract them to our service.**”

*Jeannette Schmitteckert, Head of Marketing and Public Relations, Bardusch GmbH & Co. KG*

IBM CMO Survey 2014



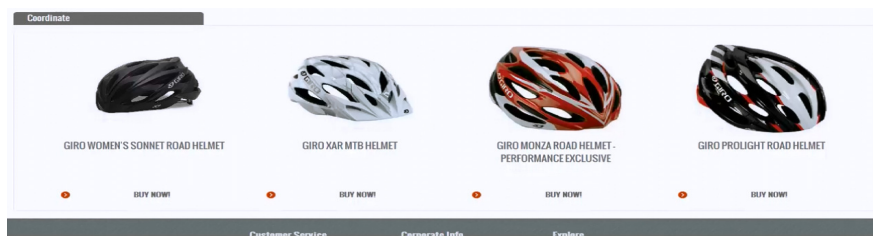


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# Smarter Commerce Solutions bridge the gap



Client



Engaging

1

Line of visibility

## Advanced Marketing Tools

Marketing



Eligible Segments	Eligible Zones	Recommended Offers	Enabled	Marketers Score	Adv. Opt.	Off. Act.
All Shoppers (A000003076)	Store	Spend an additional \$100 to get a 30 pct discount	<input checked="" type="checkbox"/>	76	<input type="checkbox"/>	<input type="checkbox"/>
	MobileApp	Spend an additional \$100 to get a 30 pct discount	<input checked="" type="checkbox"/>	50	<input type="checkbox"/>	<input type="checkbox"/>
	Web - Product Page Detail	Cycling Hydration Tips	<input checked="" type="checkbox"/>	50	<input type="checkbox"/>	<input type="checkbox"/>
	Web - Product Page Right	2 Day Green Adventures Weekend Getaway	<input checked="" type="checkbox"/>	50	<input type="checkbox"/>	<input type="checkbox"/>
	Web - Product Page Detail	Get expert advice on fitting a road bike	<input checked="" type="checkbox"/>	50	<input type="checkbox"/>	<input type="checkbox"/>
	Web - KnowledgeCenter	Free Fitting with the Aurora Road Racer	<input checked="" type="checkbox"/>	50	<input type="checkbox"/>	<input type="checkbox"/>
	Store	See our Gear Close-outs up to 40 percent off	<input checked="" type="checkbox"/>	59	<input type="checkbox"/>	<input type="checkbox"/>
New to Greenwheels (A000003022)	Web - Product Page Left	Free Shipping for all online orders this month - Gear Up	<input checked="" type="checkbox"/>	76	<input type="checkbox"/>	<input type="checkbox"/>
	Store	Greenwheels QR Card	<input checked="" type="checkbox"/>	52	<input type="checkbox"/>	<input type="checkbox"/>
Non Community Members (A000003078)	All Zones	Register for the Greenwheels Community	<input checked="" type="checkbox"/>	12	<input type="checkbox"/>	<input type="checkbox"/>
	Web - KnowledgeCenter	Intro to Road Biking Class	<input checked="" type="checkbox"/>	50	<input type="checkbox"/>	<input type="checkbox"/>
Road Rider (A000003080)	Web - KnowledgeCenter	Free Fitting with the Aurora Road Racer	<input checked="" type="checkbox"/>	50	<input type="checkbox"/>	<input type="checkbox"/>

Millions of 1

Automated

Easy to use – Cultural Change



# IBM investment strategy for continuous innovation in digital & commerce

## Solutions - Investments – Continuous Innovation



## Competences – Experiences – Professional Networks



## Modular and integrated capabilities for the new customer experience

<b><i>IBM Digital Marketing</i></b>	<b><i>IBM Commerce</i></b>
<b><i>IBM Multichannel Campaign Mgmt</i></b>	<b><i>IBM Customer Experience Management</i></b>
<b><i>IBM Interact</i></b>	<b><i>IBM Distributed Order Management</i></b>
<b><i>IBM Price Optimization</i></b>	<b><i>IBM Store of the Future</i></b>
<b><i>IBM Push Notifications</i></b>	<b><i>IBM Optimization (Logistics)</i></b>
<b><i>IBM Social Collaboration</i></b>	



*Client*

*Marketing*



# 1 Explore

A New Era of Smart



**Pinterest** + **Katie Young**

**YOU CAN'T BUY HAPPINESS BUT YOU CAN BUY A BIKE AND THAT'S PRETTY CLOSE!**

Early in the morning she connects to Pinterest

Her friend Janis, has pinned the new Aurora touring bike to her Pinterest Riding Board

Michelle Campos No Excuses!

Greenwheels has great road bikes!

Janis Demo Things I Want

Free Shipping for all online orders this month - Gear Up

**Aurora Road Race RR275 2014**

SKU: P\_ROAD\_RACING\_BIKES\_0063

**\$2,375.00**

Road Racer RR275 2014 Racir

Recurring Item

Bike Size

Select a bike size

Select attributes to see availability

**KATIE BROWSES THE PINTEREST SITE**

Cart



Free Shipping for all online orders this month - Gear Up

2 Day Green Adventures Weekend Getaway



## Aurora Road Racer RR275 2014

SKU-P\_ROAD\_RACING\_BIKES\_0063

~~\$2,600.00~~ **\$2,375.00**

Road Racer RR275 2014 Racing Bike

### Bike Size

Select a bike size

Select a bike size

SMALL

MEDIUM

LARGE

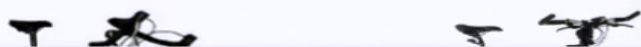
### Cycling Hydration Tips



Get expert advice on fitting a road bike



### Other customers also liked



....great content: technical specs for the bike...





# 1 Explore

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greenwheels

HOME SHOP SERVICE COMMUNITY KNOWLEDGE CENTER ABOUT US LOG IN 0

BIKES GEAR CLOTHING HELMETS WHEELS

~~\$2,600.00~~ **\$2,375.00**

Road Racer RR275 2014 Racing Bike

Bike Size  
Select a bike size

Select attributes to see availability

Quantity

**Add to Cart**

Get expert advice on fitting a road bike

...easily explore the site for similar products and options

## Other customers also liked



NEW

AURORA BLACK MAMBA BM275 2014  
**\$2,660.00**



AURORA DIABLO ROAD RACER D275 2014  
**\$3,705.00**



FUJI ALTAMIRA 2.2 C ROAD BIKE - 2013  
**\$2,494.00**



FUJI SST 2.1 ROAD BIKE - 2014  
**\$2,470.00**





# 1 Explore

A New Era of Smart



greenwheels

HOME SHOP SERVICE COMMUNITY KNOWLEDGE CENTER ABOUT US LOGIN

BIKES GEAR CLOTHING HELMETS WHEELS

...product recommendations of items that go hand-in-hand with the bike

GIRO DIABLO ROAD RACER D275 2014  
\$3,705.00

FUJI ALTAMIRA 2.2 C ROAD BIKE - 2013  
\$2,494.00

FUJI SST 2.1 ROAD BIKE - 2014  
\$2,470.00

## Coordinate



GIRO WOMEN'S SONNET ROAD HELMET

BUY NOW!



GIRO XAR MTB HELMET

BUY NOW!



GIRO MONZA ROAD HELMET - PERFORMANCE EXCLUSIVE

BUY NOW!



GIRO PROLIGHT ROAD HELMET

BUY NOW!



Now she is interested, but....



### Aurora Road Racer RR275 2014

SKU: P\_ROAD\_RACING\_BIKES\_0063

~~\$2,600.00~~ \$2,375.00

Road Racer RR275 2014 Racing Bike

#### Bike Size

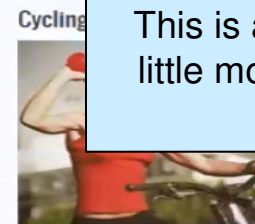
Select a bike size

Select attributes to see availability

Quantity

Add to Cart

This is a great bike, but price is little more than what Katie was hoping to pay



Get expert advice on fitting a road bike



Other customers also

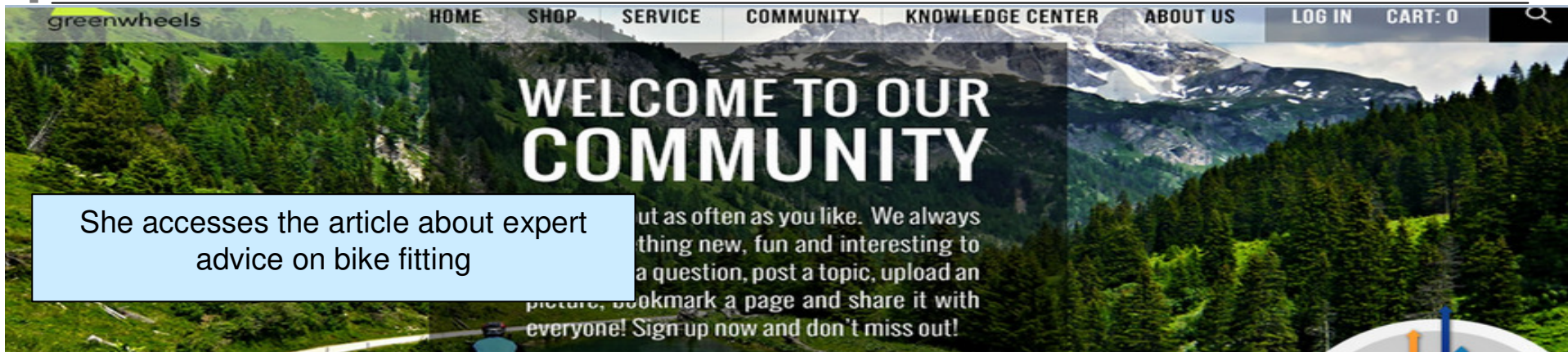
Links to Social: she sees an article about expert advice on bike fitting and some cool forums on local rides.

She clicks through to read an article, 'Fitting your Road B...the dialogue with GB goes on despite price worries



# 1 Explore

A New Era of Smart



She accesses the article about expert advice on bike fitting



- How to Choose
- Repair & Maintenance
- Product Reviews
- Essential Bike Skills
- Expert Advice
- Training & Nutrition
- Classes

Knowledge Center >> How to Choose >> Choosing the Right Bike

## Choosing the Right Bike



By: Howard Semaphore  
April 25, 2014

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ligula dui, feugiat id condiment enim eros, tempus mollis est congue in. Praesent ac metus a nulla ullamcorper aliquam. Nam ipsum eget urna. Curabitur sit amet velit a elit aliquet commodo suscipit sit amet purus. Curabitur vitae orci in ullamcorper arcu neque, at sagittis erat ultricies ut. Cras et odio non nibh scelerisque imperdiet so quisque. In odio urna, consectetur quis tulla mollis, interdum malesuada nulla. Quisquam ut...





# 1 Explore

A New Era of Smart



greenwheels

HOME SHOP SERVICE COMMUNITY KNOWLEDGE CENTER ABOUT US LOG OUT

How to Choose  
Repair & Maintenance  
Product Reviews  
Essential Bike Skills  
Expert Advice  
Training & Nutrition  
Classes  
Ask Greenwheels

Knowledge Center >> Expert Advice >> Fitting your Roadbike

## Fitting your Roadbike

By: Jim Lendler  
April 28, 2014

No matter what level you bike at - casually to competitively comfortable while you are doing it! This article steps you through our recommended bike fit check list.

### Roadbike checklist

I've been working at Greenwheels for the past 15 years and there really isn't anything more rewarding to me than helping a customer fit their bike to their body and riding style. More often than not, customers come in complaining of back pain, or neck pain, or sore knees. After the fit, they come back to the store just to tell me how they have fallen in love with their bike all over again! A great fit can not only remove any of those pains you might be feeling, but it can also make you feel like a kid again on a new bike!

One of the most important aspects of fitting a bike is getting the saddle level. This simple change can solve 80% of all bike fit issues. Watch the video below to learn how to do this:

fitting a road bike - saddle

In addition to making sure the seat is level (point one below), here are some other key tips on fitting your road bike:

1. Make sure to level and center the seat. If you are more comfortable tipping the seat, don't tip it more than 3 degrees. Many men like to tip it up a bit, women tip it down.
2. Next, adjust the seat height. Remember the right seat height is when your leg is completely extended at the bottom of the pedal stroke, with your heel on the pedal.
3. Check the stem. If you have to extend your arms all the way out to reach the handlebar, then your stem is too long. Stop by your nearest Greenwheels store and we can find the proper stem for you.
4. Adjust your shoe cleats. The ball of your foot should be on the center of the pedals once you are biking.
5. Check your handlebar height. When the bars are at the right height, it should feel comfortable to look ahead.

Register for the Greenwheels Community

Free Fitting with the Aurora Road Racer

70% Trust recommendations from other consumers  
10% Trust recommendations from retailers  
Source: "Global Online Consumer Survey"; Nielsen; July 2009



Rich content includes articles, photos, videos...constantly updated by digital marketing staff, to keep them "fresh" and relevant



# 1 Explore

A New Era of Smart



The screenshot shows the Greenwheels website interface. At the top, there is a navigation bar with links for HOME, SHOP, SERVICE, COMMUNITY, KNOWLEDGE CENTER, ABOUT US, LOG IN, and CART: 0. Below the navigation bar is a large banner with a mountain landscape background. The banner contains the text: "WELCOME TO OUR COMMUNITY" in large white letters, followed by a paragraph: "Check us out as often as you like. We always have something new, fun and interesting to share. Ask a question, post a topic, upload a picture, bookmark a page and share it with everyone! Sign-up now and don't miss out!". Below the banner, there is a section with a list of categories: How to Choose, Repair & Maintenance, Product Reviews, Essential Bike Skills, and Expert Advice. To the right of this list is a featured article titled "Choosing the Right Bike" by Howard Semaphore, dated April 25, 2014. The article has a small thumbnail image of a person on a bike. To the right of the article is a circular graphic with the text "KATIE BROWSES GREENWHEELS COMMUNITY" and a stylized bar chart with four bars of increasing height.

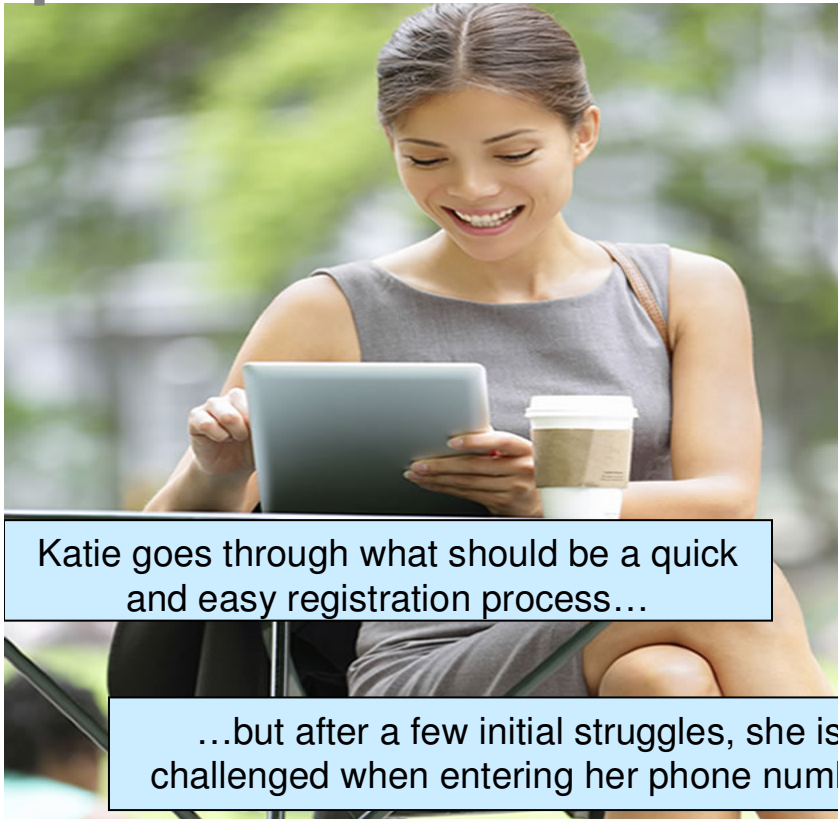
With such insightful knowledge and expertise made freely available

Katie feels confident that GB can take care of her once she makes her purchase...  
She is ready for subscription to the community and share her information and preferences



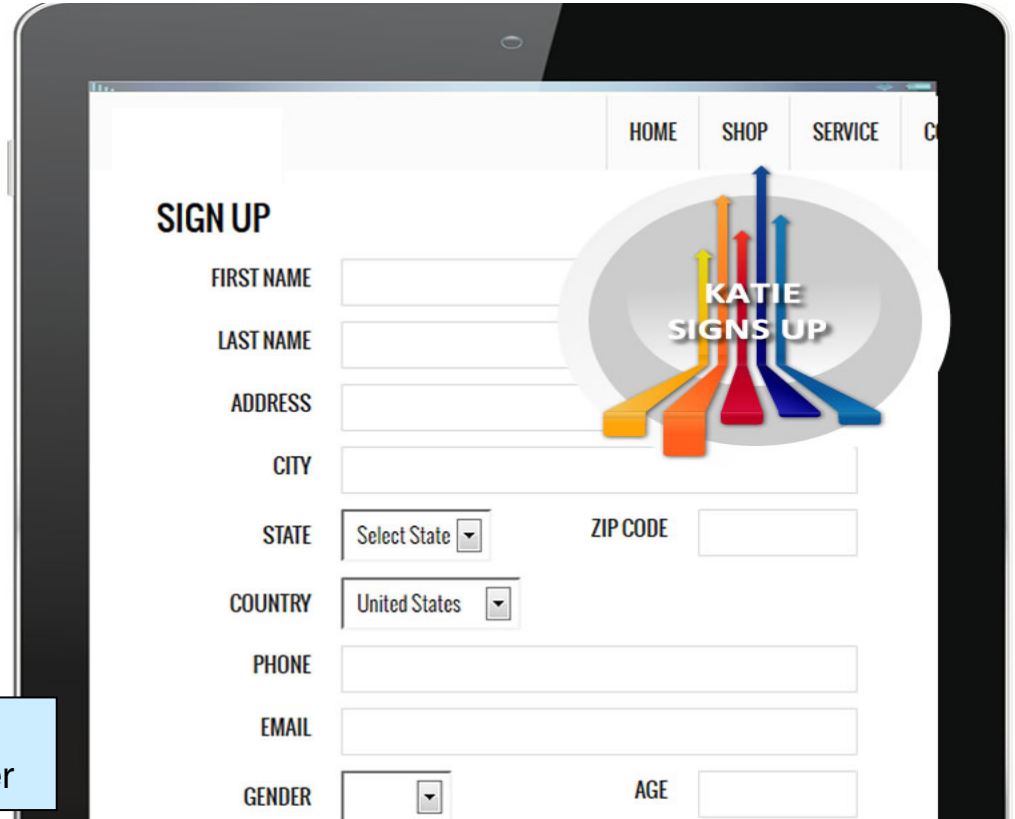
# 1 Explore

A New Era of Smart



Katie goes through what should be a quick and easy registration process...

...but after a few initial struggles, she is challenged when entering her phone number



...she calls for support and she gets a quick solution...





Marketing



## SIGN UP

FIRST NAME	<input type="text" value="Katie"/>
LAST NAME	<input type="text" value="Young"/>
ADDRESS	<input type="text" value="225 Elm St"/>
CITY	<input type="text" value="Minneapolis"/>
STATE	<input type="text" value="MN"/>
ZIP CODE	<input type="text" value="55199"/>
COUNTRY	<input type="text" value="United States"/>
PHONE	<input type="text" value="1-612-555-5555"/>
EMAIL	<input type="text" value="ktyoung1989@gmail.com"/>
GENDER	<input type="text"/>
AGE	<input type="text"/>
RIDING STYLE	<input type="text" value="Roads and Touring"/>

Please enter a valid telephone number

...heatmaps:  
Replay of the customer's session, Call Center Operators can experience the web and mobile channels as their customers do.  
and resolve issues quickly  
'easy to do business with'.



Long distance adventures on and off road, mountain bicycling with option to get away for the weekend.



**RIDING HIGH**  
This community thrives on the ride-high. If you're into thrill seeking, this is the community for you!



## Modular and integrated capabilities in example Phase 1

<b><i>IBM Digital Marketing</i></b>	<b><i>IBM Commerce</i></b>
<b><i>IBM Multichannel Campaign Mgmt</i></b>	<b><i>IBM Customer Experience Management</i></b>
<b><i>IBM Interact</i></b>	<b><i>IBM Distributed Order Management</i></b>
<b><i>IBM Price Optimization</i></b>	<b><i>IBM Store of the Future</i></b>
<b><i>IBM Push Notifications</i></b>	<b><i>IBM Optimization (Logistics)</i></b>
<b><i>IBM Social Collaboration</i></b>	



*Client*

*Marketing*

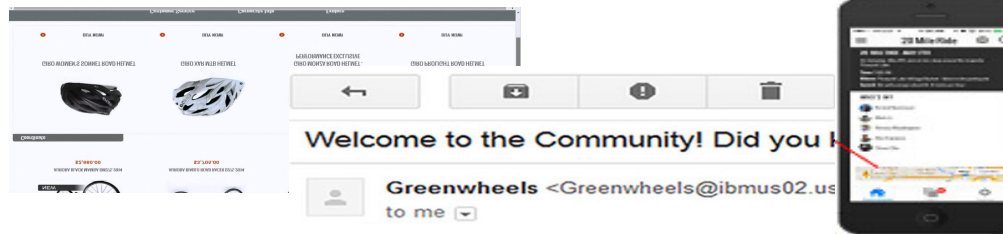




*What is the value of an on going dialogue?*



*Client*



*Katie purchases  
Bike*



*Katie receives  
APP Push*



*Katie receives  
Thank You  
eMail*

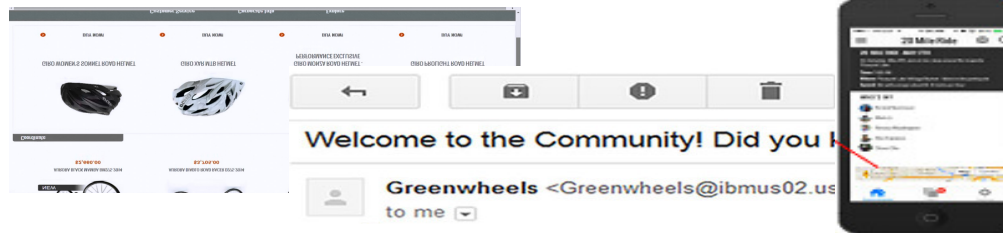


## Common challenges



Client

*What is the value of an on going dialogue?*



*Clients expect “sales as a service” in all touch points with the Brand.  
Which means:*

*...a connected experience from on line, to mobile, to in store. **Do you know me?***

*...**Stores** to be at least as **innovative as they are** (eg mobile devices for assistants)*

*...**Product delivery easy and reliable.** Buy On line Pick Up in Store, Available To Promise, Endless Aisle, Agile Returns on line or in store,...*



## Common challenges

*What is the value of an on going dialogue?*

*Clients receive too many emails every day. How to emerge inside their basket?*

*How to deliver “The right message at the right moment **and location** to the right person”*

*How can I provide a **consistent experience** from On line to In Store?*

*How can I provide a reliable delivery promise to gain **and keep** clients’ trust?*

## Marketing



*“We have to get **scientific about the customer experience.**”*

*Nick Barton, Vice President Sales & Marketing,  
Greater China, InterContinental Hotel Group*

*IBM CMO Survey 2014*





COMPOSE

Welcome to the Community! Did you know about our Greenwheels mobile app?

Inbox

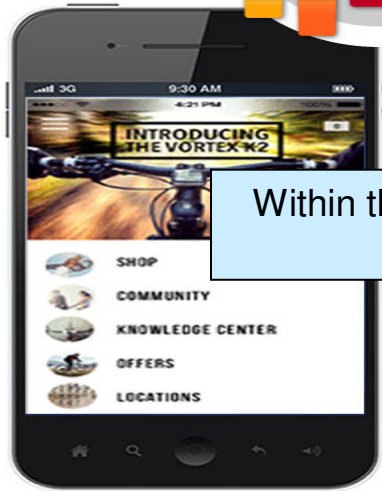
- Inbox
- Starred
- Important
- Sent Mail
- Drafts
- Circles

Later that day she receives a personalized thank you email for registering to the GB community



**Hello: Katie**

Hello and welcome to the Greenwheels interactive community. Here you will find tips and tricks about riding, maintenance, and on going forums regarding products at Greenwheels.



Within this email, she sees a link to download the GB mobile app



**Free Fitting with purchase of the Aurora Road Racer**

Come in for a free professional fit with the purchase of the Aurora road bike. Enjoy increased comfort and performance on your new ride.

There is also an offer for the same Aurora Road Racer bike that initially brought her to the site



COMPOSE

Welcome to the Community! Did you know about our Greenwheels mobile app? Inbox

- Inbox
- Starred
- Important
- Sent Mail
- Drafts
- Circles

**Greenwheels** <Greenwheels@ibmus02.us.unicaondemand.com> 11:46 AM (21 hours ago) ☆  
to me



Download the Greenwheels Mobile App  
Available on the App Store GET IT ON Google play



### Hello: Katie

Hello and welcome to the Greenwheels interactive community. Here you will find tips and tricks about riding, maintenance, and on going forums regarding products at Greenwheels.



**Free Fitting with purchase of the Aurora Road Racer**  
Come in for a free professional fit with the purchase of the Aurora road bike. Enjoy increased comfort and performance on your new ride.

Over the weekend, Katie download the GB mobile app  
She browses around and is impressed by all the blogs and forums that are easily available right in the app





Later that same day, Katie receives a push notification on her phone, 'Join the Gaining Speed Club this Saturday for a 20 mile morning ride'

ON SALE NOW: THE AURORA ROAD RACER 2013 EDITION BIKE!

JOIN THE GAINING SPEED CLUB THIS SATURDAY FOR A 20 MILE RIDE!

She clicks through to get more information on the ride. She sees all kinds of details about the gaining speed club like recent activity, members, and previous rides



## 2 Purchase

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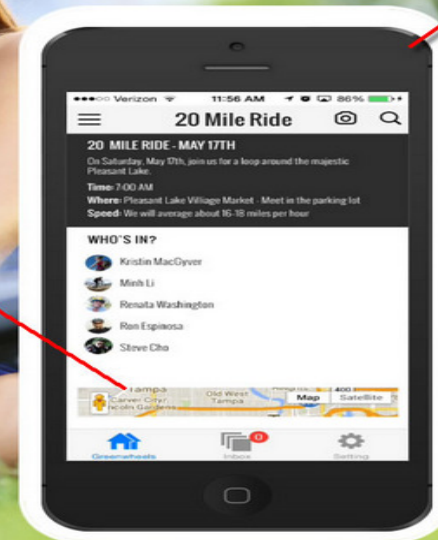
Katie notices an icon on the bottom of the screen that contains another personalized offer



ON SALE NOW: THE AURORA ROAD RACER 2013 EDITION BIKE!



greenwheels JOIN THE GAINING SPEED CLUB THIS SATURDAY FOR A 20 MILE RIDE!



She clicks it and sees that it's an Aurora Road Racer, but the 2013 edition at a reduced price. She's thrilled that at this price, she can afford it



# 2 Purchase

A New Era of Smart



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HOME SHOP SERVICE COMMUNITY KNOWLEDGE CENTER

BIKES GEAR CLOTHING HELMETS WHEELS

Home / Bikes / Aurora Road Racer RR270 2013

Free Shipping for all online orders this month - Gear Up

2 Day Green Adventures Weekend G

### Aurora Road Racer RR270 2013

SMALL ROAD RACING BIKES (99CM, 13.5K) |

**\$1,499.00**

Road Racer RR270 2013 Racing Bike

Recurring Item

Bike Size: SMALL

Availability: On-line ✓ In Stock

In stores near you:

- Jacksonville Mall ✓ In Stock
- Jacksonville Center ⊗ Out of Stock

Change Store

Quantity: 1

Add to Cart

Cycling Hydration Tips

Get expert advice on fitting a road bike

Other customers also liked

NEW

AURORA BLACK MAMBA BM275 2014 **\$2,660.00**

AURORA DIABLO ROAD RACER 0275 2014 **\$3,705.00**

Later that evening, Katie comes across an email for the same bike she saw earlier on mobile. She clicks through to visit the GB store as she is finally ready to buy

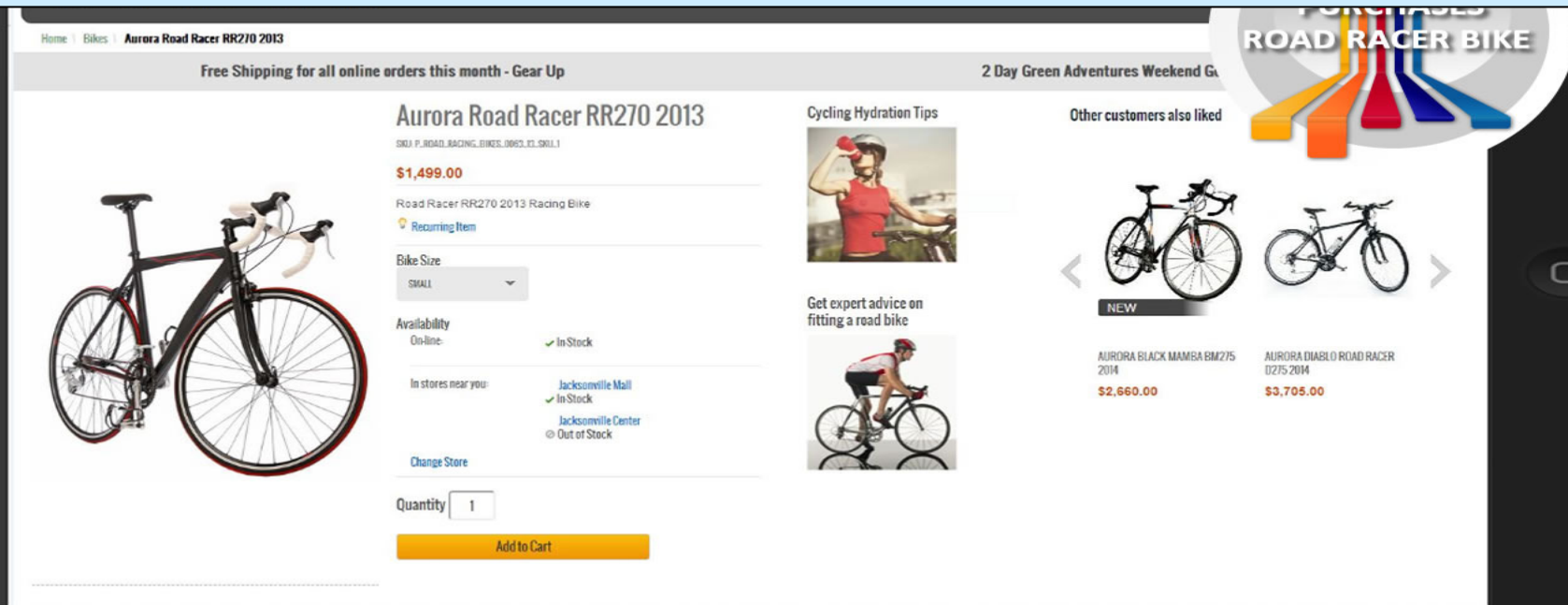




Her first choice for store pickup location did not have this model in their inventory, so she picks a location only a few miles away that has it in stock. She selects the 'Buy with Pay & Pickup in Store' (BOPIS) button

The screenshot displays a product page for the 'Aurora Road Racer RR270 2013'. The page includes a navigation bar with categories like BIKES, GEAR, CLIPPING, HELMETS, and WHEELS. The product is priced at \$1,499.00 and is marked as a 'Recurring Item'. The availability section shows 'On-line' as 'In Stock' and 'In stores near you' with two locations: 'Jacksonville Mall' (In Stock) and 'Jacksonville Center' (Out of Stock). A 'Change Store' link is present. The quantity is set to 1, and an 'Add to Cart' button is visible. To the right, there are promotional banners for 'PURCHASES ROAD RACER BIKE' and '2 Day Green Adventures Weekend G...'. Below these, there are sections for 'Cycling Hydration Tips' and 'Other customers also liked' which shows two other bike models. A map overlay in the bottom right corner highlights the 'GB Store' location. A circular inset in the map shows a woman wearing a helmet.

After she places her order, Katie sees that if she spends an additional \$76 in accessories, she'll receive a discount of 20% on total purchase. She is looking forward to shopping in store to pick out several items in person



She's thrilled that the bike should be ready before Saturday's ride.  
ATP Available To Promise



## Modular and integrated capabilities in example Phase 2

<b>IBM Digital Marketing</b>	<b>IBM Commerce</b>
<b>IBM Multichannel Campaign Mgmt</b>	<b>IBM Customer Experience Management</b>
<b>IBM Interact</b>	<b>IBM Distributed Order Management</b>
<b>IBM Price Optimization</b>	<b>IBM Store of the Future</b>
<b>IBM Push Notifications</b>	<b>IBM Optimization (Logistics)</b>
<b>IBM Social Collaboration</b>	



*Client*

*Marketing*



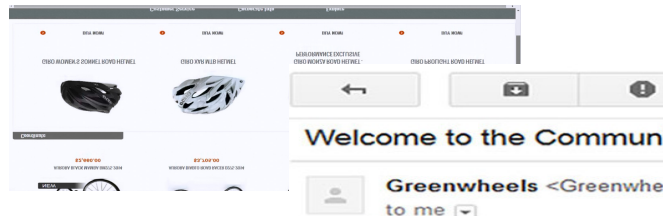
*Welcome to GB Store*



*What is the value of a great after sales customer experience?*



*Client*



*Store Builds Bike*



*Katie Picks up Bike*



*Katie is a Happy Customer*



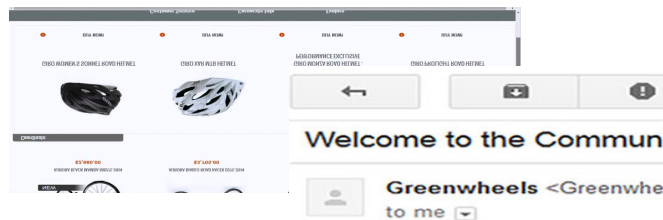


## Common challenges

*What is the value of a great after sales customer experience?*



*Client*



*...for 53% of the consumers it takes **only 1-2 positive experiences** before they are willing to **recommend** a retailer to **other consumers***

*...and at the same time*

*...for 60% of the consumers, it takes **only 2 or fewer poor experiences** to drive them **away**.*



## Common challenges

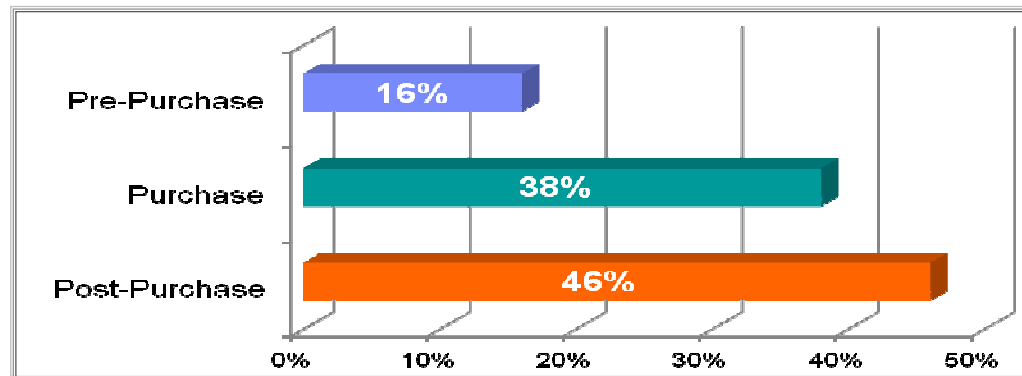
*What is the value of a great after sales customer experience?*

*How can I transform After Sales into a **new moment of sales**?*

*How can I transform my customer in a **loyal advocate**?*

*Cross sell / Up sell / Influence other Clients*

*Which portion of your overall experience with a retailer has the **greatest potential to damage** your relationship with that retailer?*



Marketing

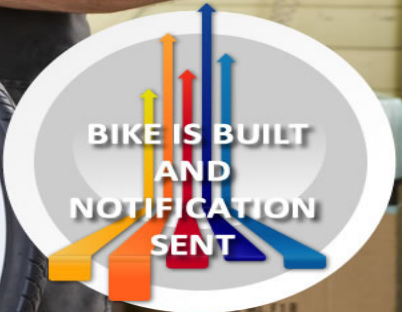
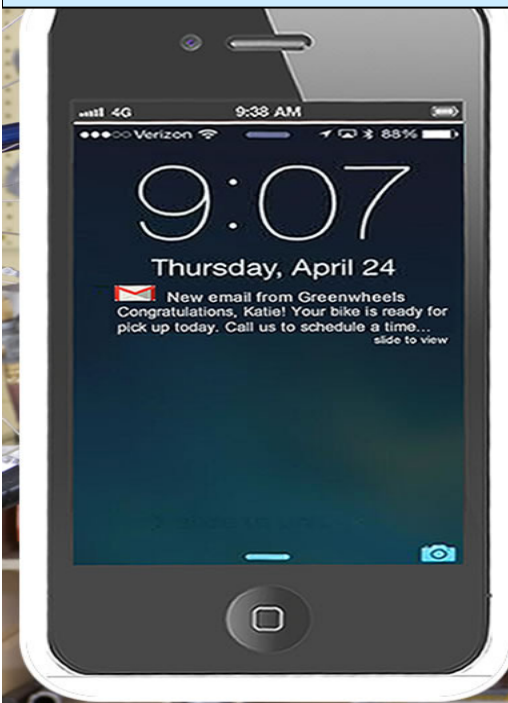


# 3 Advocate

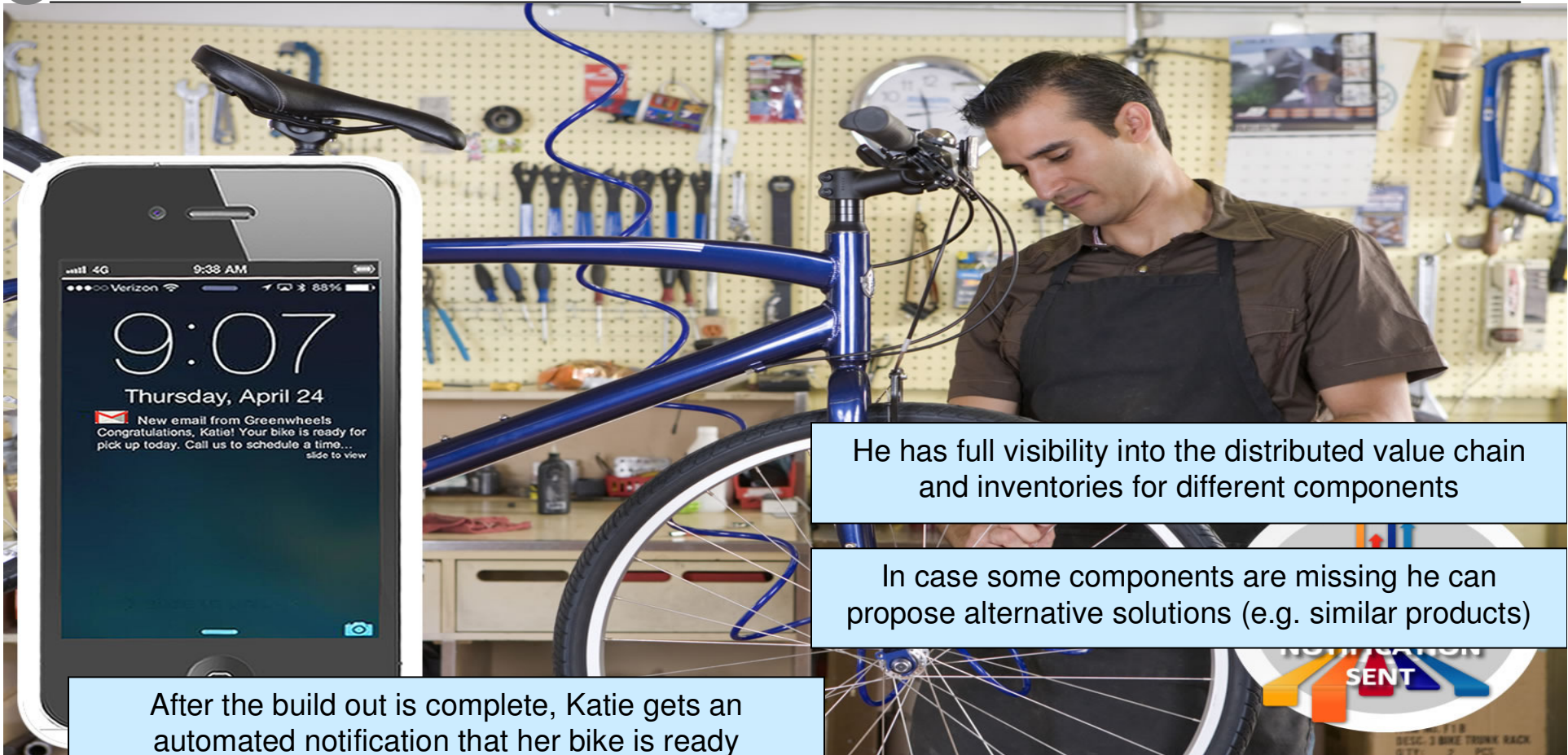
A New Era of Smart



At the local GB store, Evan, a store employee, receives the build-out for Katie's bike.  
He can select the order using Katie's email address into the system



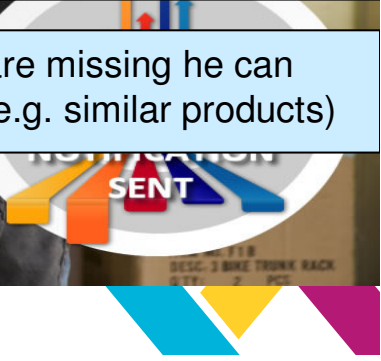




He has full visibility into the distributed value chain and inventories for different components

In case some components are missing he can propose alternative solutions (e.g. similar products)

After the build out is complete, Katie gets an automated notification that her bike is ready



Store #: Auro\_Store\_4 | dthomas (Store Associate)  
How may I help you with this order? 21 record(s) found for the criteria provided.

Quick Access   Advanced Order Search   Order WC\_37009   Order WC\_37005   Order WC\_37002   Order WC\_40002

Primary Details			Bill To Address	Ship To Address
Order #	WC_40002	Order Status	Ready for Customer	There are multiple ship to addresses on this order.
Order Date	04/28/2014	Total Amount	<a href="#">\$1,474.00</a> <small>Ctrl+Alt+T</small>	
Channel	WCS	Origin Store	greenwheels	

Incomplete Order Lines						
Item	Unit Price	Quantity	Fulfillment Method	Expected On	Status	
Road Racer RR270 2013 Racing Bike(P_ROAD_RACING_BIKES_0063_13_SKU_2)	\$1,499.00	1 Each	Pick Up		Ready for Customer	

*Additional 20% discount if you buy More Recommended Accessories*

**KATIE PICKS UP BIKE IN STORE**

Katie was hoping to purchase some new riding pants  
She picks out these items and finalizes her purchase

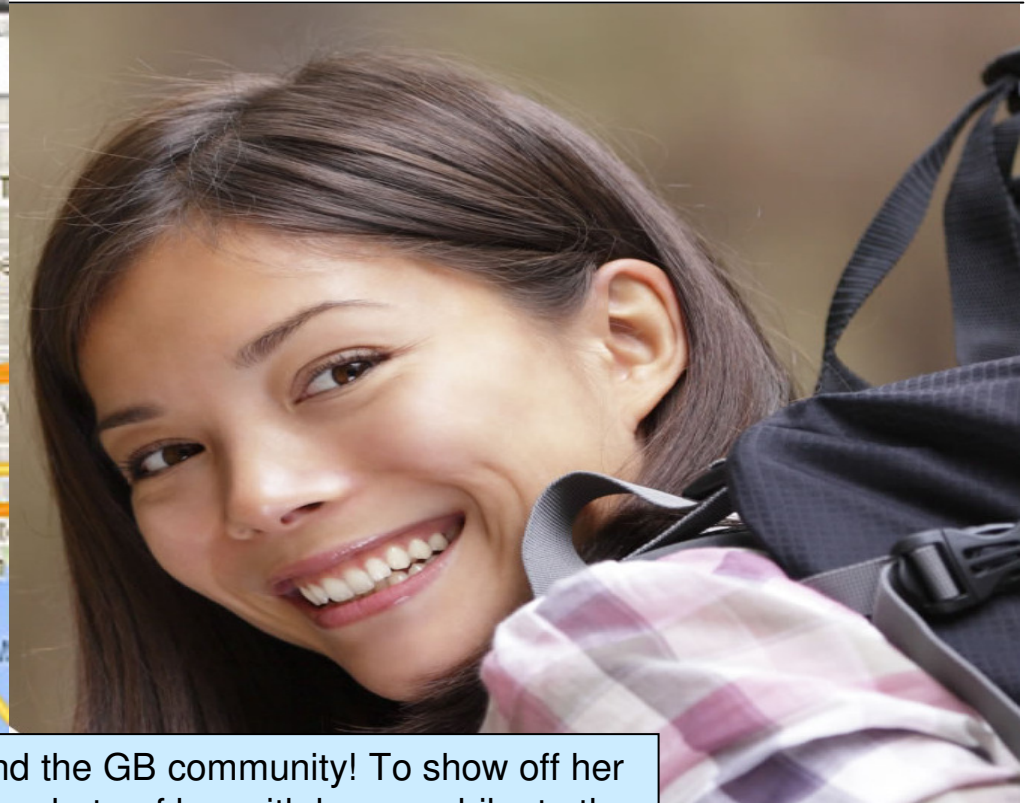
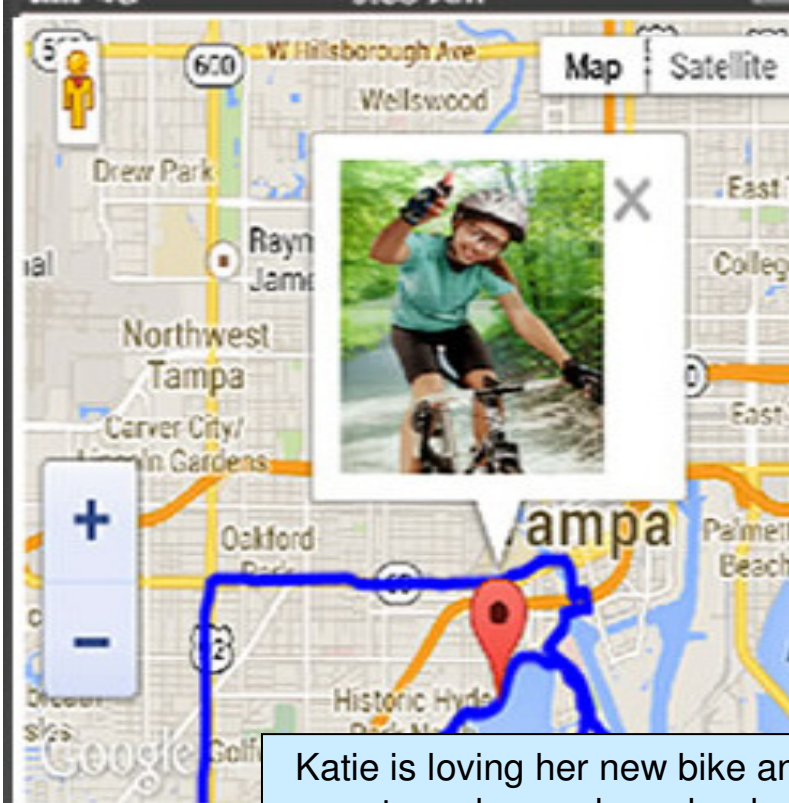
f. Large selection of close-outs.

The modified order is complete. Katie pays and leaves the store with her bike



### 3 Advocate

A New Era of Smart



Katie is loving her new bike and the GB community! To show off her recent purchase, she uploads a photo of her with her new bike to the GB community and to Instagram for all her friends to see





From eCommerce  
To **Commerce**

**engaging community,**  
**top-notch service,**  
and **compelling content**

have really helped Katie move from a  
novice to a passionate GB  
**ambassador/advocate**



## Modular and integrated capabilities for the new customer experience

***IBM Digital Marketing***

***IBM Commerce***

***IBM Multichannel  
Campaign Mgmt***

***IBM Customer Experience  
Management***

***IBM Interact***

***IBM Distributed Order  
Management***

***IBM Price Optimization***

***IBM Store  
of the Future***

***IBM Push Notifications***

***IBM Optimization  
(Logistics)***

***IBM Social Collaboration***



***Client  
Marketing***





A New Era of Smart

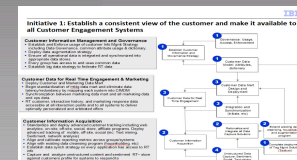
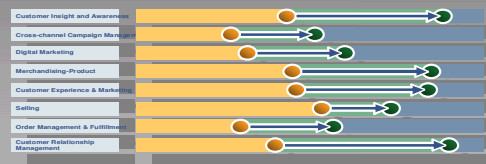
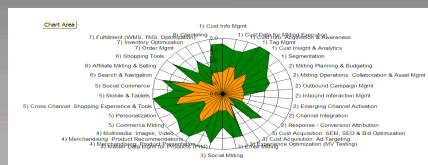
# Customer Journey Roadmap

## Your customer experience today and tomorrow

**CAPABILITIES & ENABLING TECHNOLOGY**

Customer Insights & Analytics	Customer Engagement & Personalization	Customer Experience & Marketing	Customer Relationship Management	Customer Data Platform	Customer Journey Analytics	Customer Segmentation & Targeting	Customer Feedback & Surveys	Customer Support & Service	Customer Onboarding & Activation	Customer Retention & Loyalty	Customer Churn & Attrition	Customer Lifetime Value	Customer Acquisition & Conversion	Customer Referral & Advocacy	Customer Advocacy & Community	Customer Experience & Marketing	Customer Relationship Management	Customer Data Platform	Customer Journey Analytics	Customer Segmentation & Targeting	Customer Feedback & Surveys	Customer Support & Service	Customer Onboarding & Activation	Customer Retention & Loyalty	Customer Churn & Attrition	Customer Lifetime Value	Customer Acquisition & Conversion	Customer Referral & Advocacy	Customer Advocacy & Community
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## Your priorities, Your first Step, Your Roadmap in the **Marketing Digital Lab**





***Thank You***

