

IBM Software Network 2013

Fare partnership con il Software IBM

Roma, 24 - 25 gennaio 2013

Soluzioni per una Customer Experience
efficace e appagante

Eugenio Barozzi Channel & ICS Technical Manager



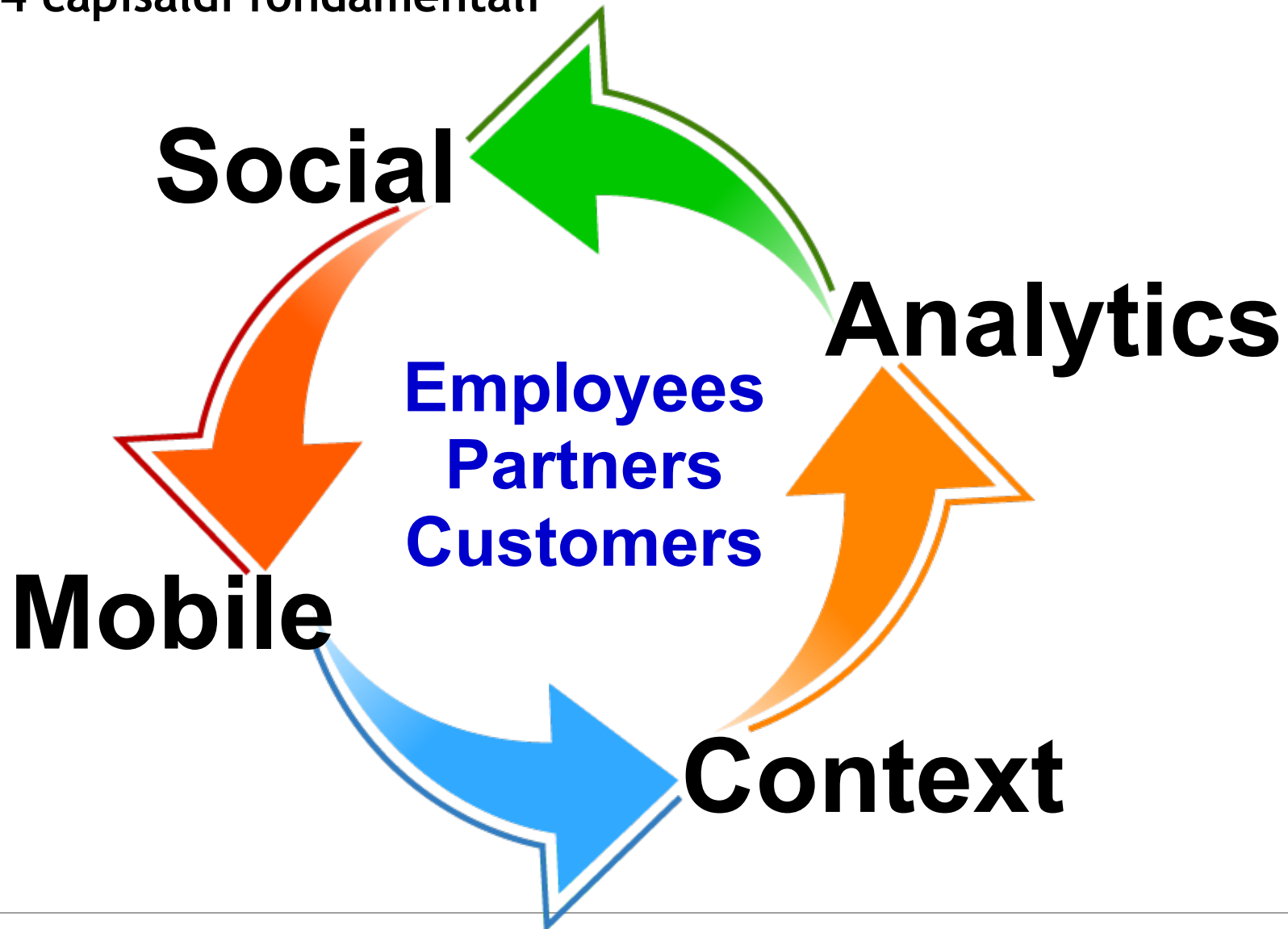
AGENDA

- Il portale: storia di una vision
- Cosa ha scritto chi e quando? La gestione dei contenuti
- Posso usare il mio tablet? La gestione dei dispositivi mobili
- 11:00 Break
- Freeze police - La sicurezza
- Scotty beam me up: trasformare un e-commerce in un \$ocial commerce

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I 4 capisaldi fondamentali





1 NEW DEFINITION IS ADDED ON **URBAN**

1,600+ READS ON **Scribd**

13,000+ HOURS MUSIC STREAMING ON **PANDORA**

12,000+ NEW ADS POSTED ON **craigslist**

370,000+ MINUTES VOICE CALLS ON **skype**

98,000+ TWEETS

320+ NEW **twitter** ACCOUNTS

100+ NEW **Linked in** ACCOUNTS

1 associated content
NEW ARTICLE IS PUBLISHED

6,600+ NEW PICTURES ARE UPLOADED ON **flickr**

50+ **WORDPRESS** DOWNLOADS

695,000+ **facebook** STATUS UPDATES

125+ **PLUGIN** DOWNLOADS

79,364 **WALL** POSTS

510,040 **COMMENTS**

694,445 **SEARCH** QUERIES

168 MILLION **EMAILS** ARE SENT

60+ **NEW** BLOGS

1,500+ **BLOG** POSTS

70+ **DOMAINS** REGISTERED

600+ **NEW** VIDEOS

100+ **Answers.com**

40+ **YAHOO! ANSWERS**

13,000+ **iPhone** APPLICATIONS DOWNLOADED

20,000+ **NEW** POSTS ON **tumblr**

QUESTIONS ASKED ON THE INTERNET...

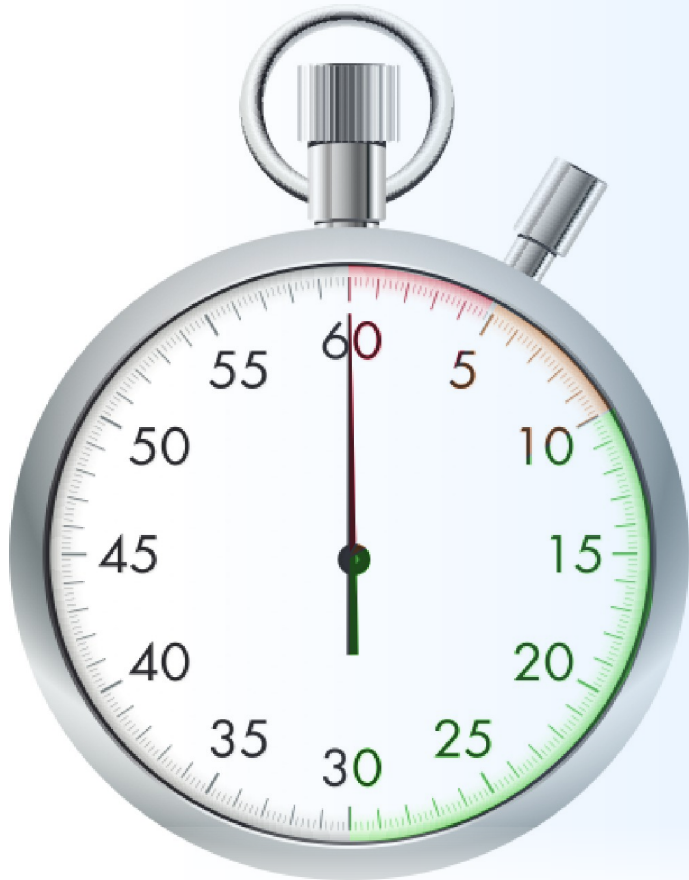
25+ HOURS **TOTAL** DURATION

THE WORLD'S LARGEST COMMUNITY CREATED CONTENT!

Google

Google Search

La prima impressione CONTA !!!



5 seconds

30% leave website
37% won't return
27% go to competitor

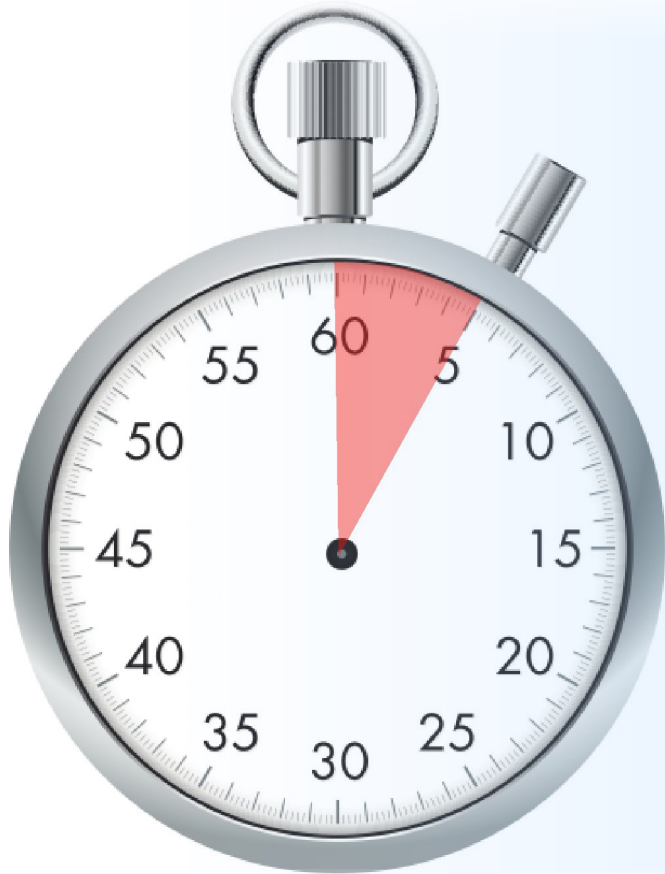
10 seconds

Communicate your value proposition or **lose customer**

30 seconds

More likely to stay 2+ minutes

Ogni 60 Secondi Le soluzioni IBM permettono



72000 flight availability requests

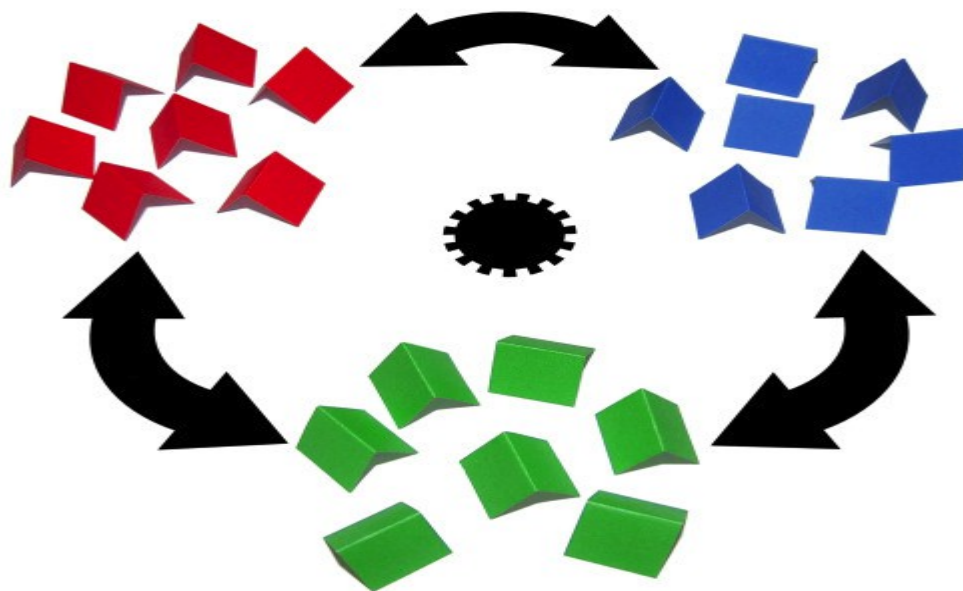
4514 financial transactions

496 scores checked

277 banking services delivered

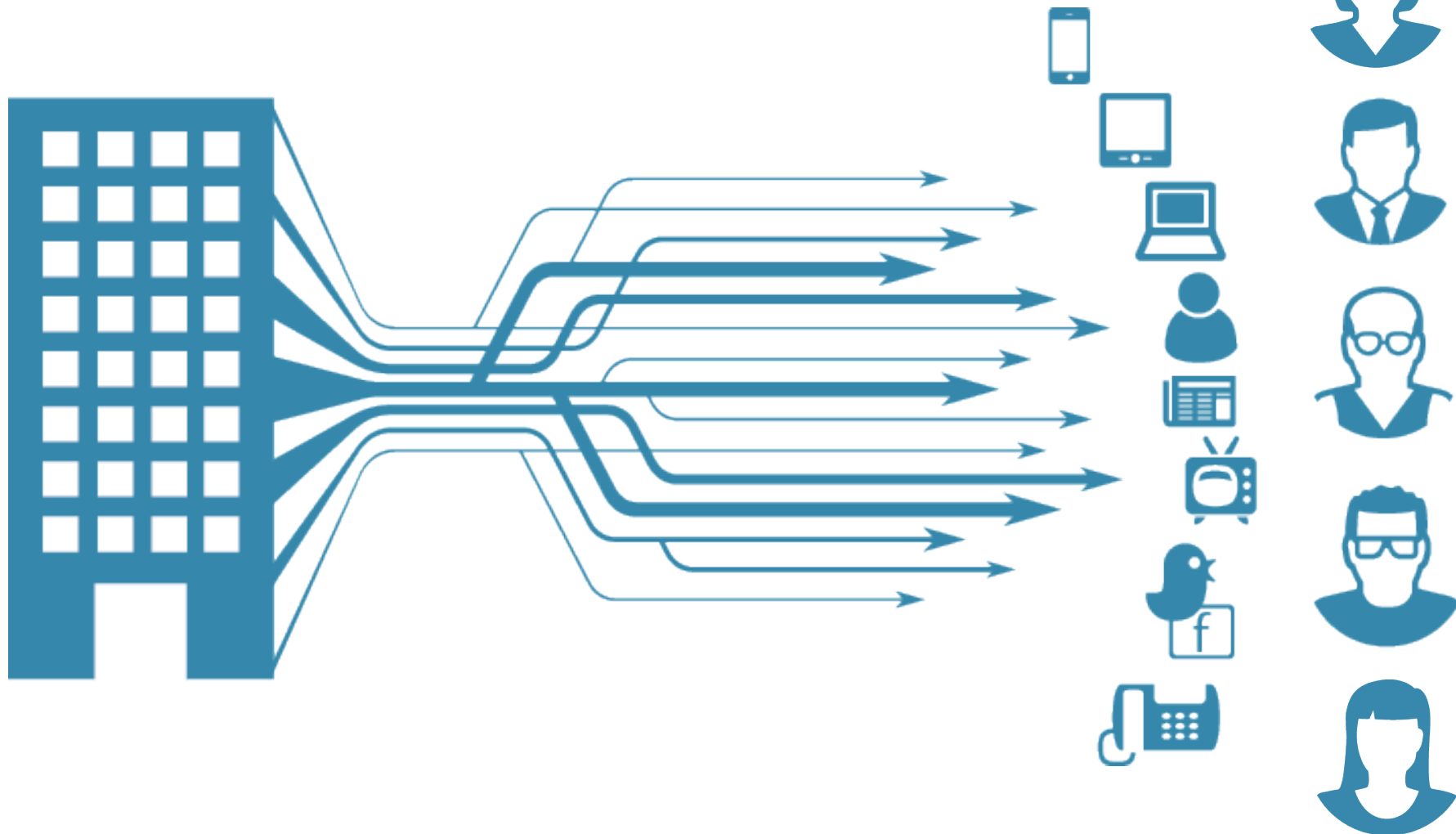
23 claims processed

19 customer renewals

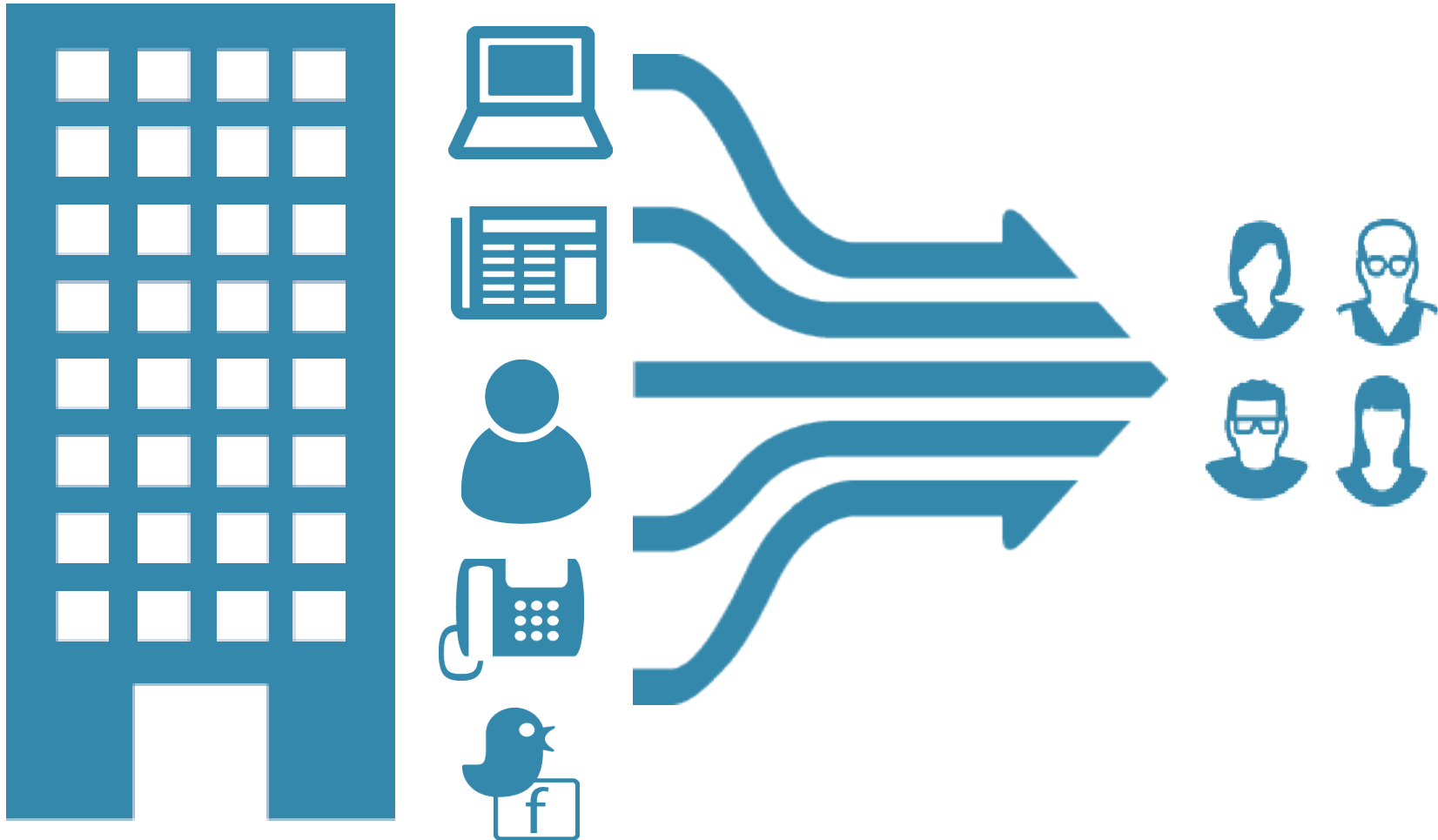


Cosa vuol dire context ?

I clienti fruiscono vari servizi Online



I clienti vogliono una esperienza coerente e appagante attraverso diversi canali di fruizione



Cosa rende l'esperienza appagante

Customer Experience e Insight

- Disponibilità di comunità, blog, social forum
- Ascolto attivo dei clienti per potere intervenire con una esperienza “personale”
- Effettuare analisi sul customer care
- Condividere informazioni su prodotti e servizi
- Mettere a disposizione gli esperti
- Creare delle comunità per ampliare il supporto ai clienti
- Vendere prodotti e servizi

Innovazione nei prodotti e servizi

- Il Crowd sourcing aiuta lo sviluppo di nuovi prodotti e servizi
- Integrare il customer insight nello sviluppo di prodotti e servizi
- Utilizzo delle comunità per aiutare nel lancio di nuovi prodotti e servizi
- L'utilizzo della gamification come supporto alla innovazione e alla formazione
- Prodotti con capacità Social

Workforce Effectiveness

- Talent sourcing
- Migliori processi di On boarding e migliore integrazione dei nuovi assunti
- Expertise location
- Piani di sviluppo e di carriera
- Creazione di comunità
- Learning, knowledge sharing e riuso di asset
- Social platforms per fare emergere edare un riconoscimento ai talenti
- Migliore lead generation

La sfida del 21 secolo per tutti i clienti è trovare il giusto equilibrio tra i vari elementi per adattarsi alle mutevoli esigenze dei clienti e ai nuovi canali di fruizione

I benefici dei Social Business Portal



1) Raggiungere i clienti ovunque siano
(**marketing**)

2) Aprire nuovi canali di relazione
per favorire la “fidelizzazione”
dei clienti. (**retention**)



3) Mettere a disposizione dei
propri collaboratori la forza
di un social network
(**efficienza**)



Come emergere



Elementi di una exceptional CUSTOMER WEB Experience

Balance Form & Function:

Visual Appeal, Ease of Use, Interactive

Know Your Intended Audience:

*Deliver **Precisely** What They Need/Want*



People Are Everywhere:

*Explosion of **Mobile** Means A Moving Target*

Turn Customers into Advocates:

*A Reliable, Secure, **Social Experience***

Per offrire una exceptional online experience serve

**Una
esperienza
unificata**



Divisions



Internet



Intranet



.com



Customer
Service



Social
Networks



Commerce

Gestione



Integrazione

Applications



Content



Process



People



IBM Solutions offrono tutti gli elementi per costruire e erogare la exceptional Customer Experience

The screenshot shows the Lufthansa website with a navigation bar, a main heading "Book your all-inclusive flight with Lufthansa", and various flight options. A mobile app interface is overlaid on the right side, showing a flight search and booking process.

The screenshot shows the RBC Royal Bank website with a navigation bar, a main heading "RBC Customer Service", and various service options. A mobile app interface is overlaid on the right side, showing a customer service chat or messaging interface.

The screenshot shows the US Open website with a navigation bar, a main heading "US OPEN 2012", and various news articles. A mobile app interface is overlaid on the right side, showing a tennis news and ticket purchasing interface.

The screenshot shows the Florida Blue website with a navigation bar, a main heading "Florida Blue", and various health plan options. A mobile app interface is overlaid on the right side, showing a health plan selection interface.

The screenshot shows the HSBC website with a navigation bar, a main heading "HSBC", and various banking services. A mobile app interface is overlaid on the right side, showing a banking service interface.



Mobile



Social Communities



Rich Content



Analytics



Context



Utilizzare elementi social per *creare una esperienza coinvolgente su qualsiasi device*



Offrire una esperienza *multichannel* ricca e coerente



Creare portali che ofrano una esperienza coinvolgente grazie alla gestione dei contenuti e delle applicazioni a prescindere dal canale di delivery



Ottimizzare le azioni tramite l'integraizone di web & social analitics per offrire esperienze uniche e personalizzate



La Personalizzazione della esperienza sulle specificità del cliente e del canale di delivery



Recepire immediatamente il feedback dei clienti e gestirlo con processi automatici supportati da forms dinamiche adatte a qualsiasi device



Migliorare la produttività attraverso apps disegnate per fornire la migliore esperienza possibile

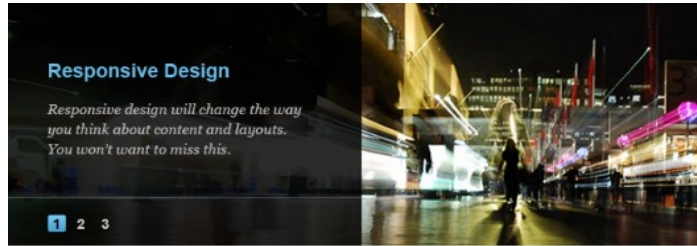


Integrare la ricerca per facilitare l'accesso alle fonti



Migliorare la fiducia dei clienti attraverso l'esposizione di servizi sicuri e protetti che rispondendo alle loro esigenze

Come aggiornare i contenuti "Rich"



Design Track

Design Track

“ We've been able to bring some of the most in together in order to inspire you, lead you through answer the challenges that you're facing designing today experiences. ”

Designing for a Responsive World
May 4, 9:00 - 1 | Edit | Go to | Details

36 Like | 28 Comments | Tags: responsive, strategy...

Moore's Law explains that technology changes every two years, or at least the power of it does. We want to give you the big-picture of responsive design so that you can create better experie...

Enhanced inline editing for a streamlined authoring experience

Social Network Information

Total Activity Refresh 213 shares 56 comments 742 likes

Platform	Activity	Comments
Facebook	172 shares	56 comments
UX Social Biz Facebook	14	56
UX Design Facebook	96	48
End user direct posts	62	
Twitter	41 tweets	2 favorites
@UXSocialBiz	14	2
End user direct posts	27	

Post to all

Seamless publishing to social channels

Site Templates

Create sites with an easy-to-use site building wizard

Search Templates

Site Creation Status

Sort by: Last Updated | Name

Intranet
12 pages | Updated: 16 May 2012

Create Site

Template description lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

Enhanced microsite wizard for marketing & business users to rapidly create new sites

Experience 2012: Sydney

Upload

Recent Favorites Library Explorer

Save Cancel

Seamlessly insert and edit rich media into web content

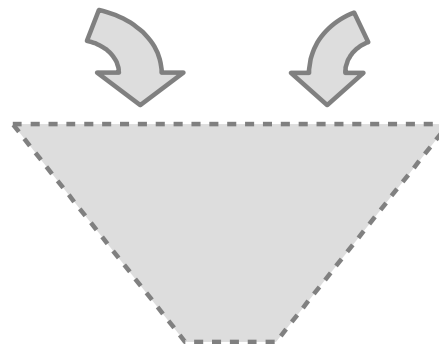
Supporto per OpenID

- Permette agli utenti di autenticarsi sul Portale tramite il proprio OpenID
 - Autenticazione
 - Registrazione
 - Condivisione di alcuni elementi del profilo utente
- Fornisce la possibilità di integrare in SSO il proprio portale mantenendo il controllo sui servizi esterni integrati
- Semplifica l'iscrizione e l'aggiornamento del profilo
 - Riutilizzo di dati provenienti da servizi esterni
- Diverse implementazioni possibili: standalone o con Tivoli Federated Identity Manager (TFIM)

YAHOO!

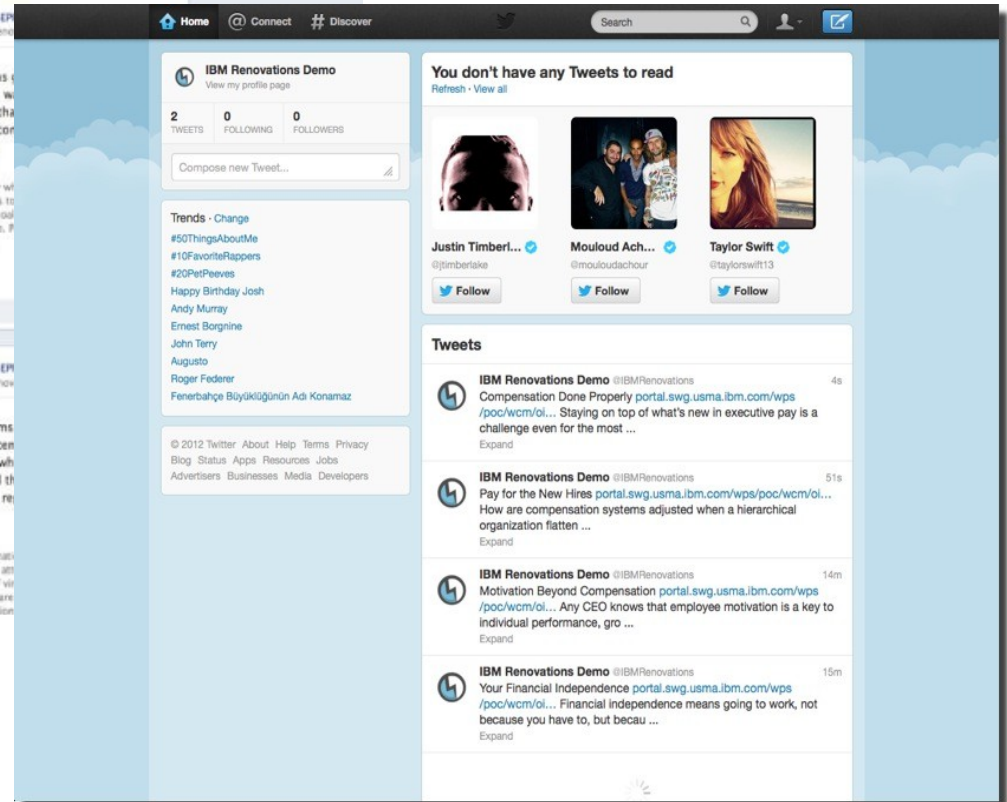
Google

facebook



IBM WebSphere Portal

L'integrazione di social channels esterni



Inserimento di funzioni social per il “customer support”

The screenshot shows the VTLiving Inc. website interface. At the top, there is a navigation bar with links for Home, Merchandising, Finance, Logistics, Vendor Maintenance, and Community. A search bar is located on the right. The main content area is divided into two sections:

The Supplier On-Boarding Checklist

	Learn More	Proceed	Mark Completed	Done?
Complete Supplier Onboarding Form	?	➔		
Update Vendor Profile	?	➔	➔	✓
Schedule Online Training Session	?	➔	➔	✓
Submit EDI Setup Package	?	➔	➔	➔
Complete New Merchandising Vendor Inquiry	?	➔	➔	➔
Review Vendor Shipping & Routing Guide	?	➔	➔	➔
Review VTLiving, Inc.'s Requirements for New Vendors	?	➔	➔	➔
Review VTLiving, Inc Vendor Maintenance Policies and Procedures	?	➔	➔	➔

Below the checklist are buttons for "Finish" and "Refresh".

Supplier On-boarding Forum

This question has 1 accepted answer.

You are in: Supplier On-boarding Forum > How do I add additional users?

Follow this topic

2 Replies | Last post Yesterday by Ted Amado

How do I add new roles to the VTL system?
May 11, 2011 10:04 AM
I have several colleagues I need to add to the system but I can't figure out how to do that.
Reopen Question | Reply | Edit | Delete

ACCEPTED ANSWER
May 11, 2011 12:14 PM in response to Betty Zechman

On the right side of the page, there is a "Questions?" section with a "Click to start a chat with your VTLiving Inc advisor." button. Below that is a "Current Events" section listing events like "Leveraging Antique W...", "Under...", "Nation...", and "Inventory Monitoring". At the bottom right is a "Resources and Information" section with links for "Direct Store Delivery", "Distribution Center List", "Facility Hours of Operation", "Holiday Schedule", and "Import Guide".

Leverage social in-context, helping to improve business processes

Forums enables customers to get their problems resolved quickly.

Improve your service by offering live chat with experts

Provide access to your knowledge base. Include the ability to view, read, share, tag, rate, download, & comment on documents.

Responsive design – disegna una esperienza che sia appagante con qualsiasi strumento vi acceda

Combinando la dimensione, la risoluzione e la tipologia di device, si modifica la risposta personalizzando l'esperienza finale

320px
small smart phone
portrait

480px
small smart phone
landscape

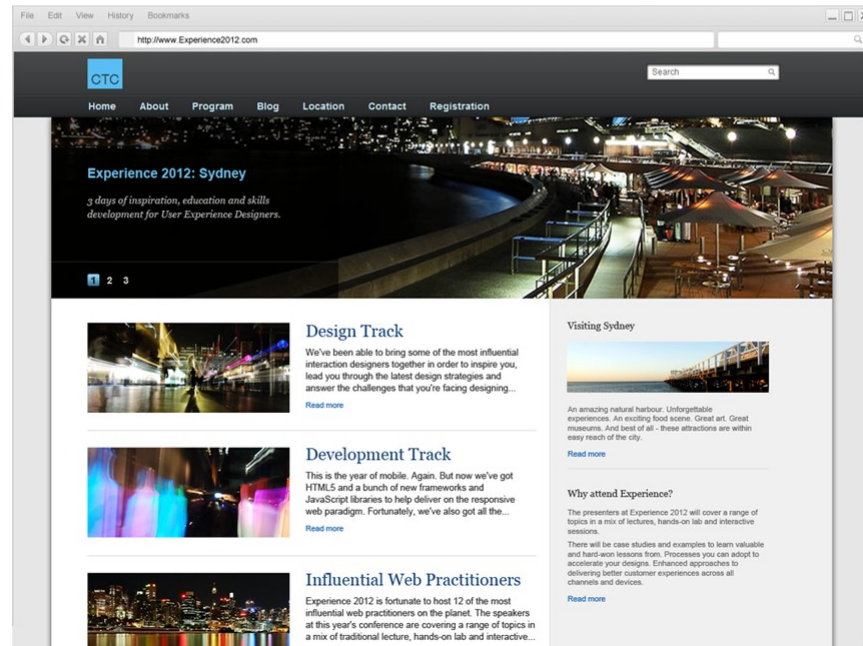
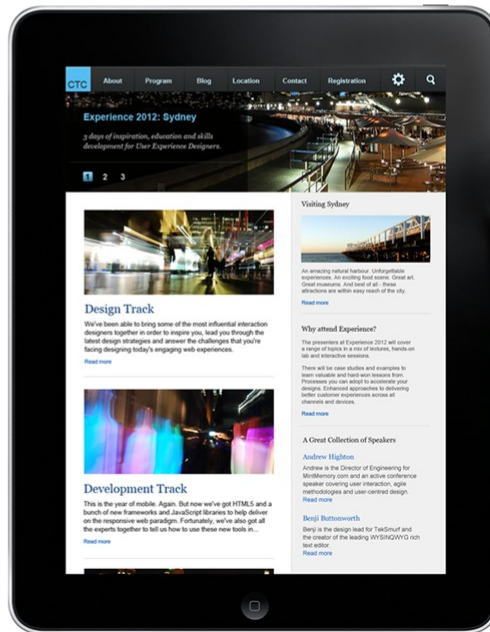
600px
small tablet
portrait

768px
small tablet
landscape

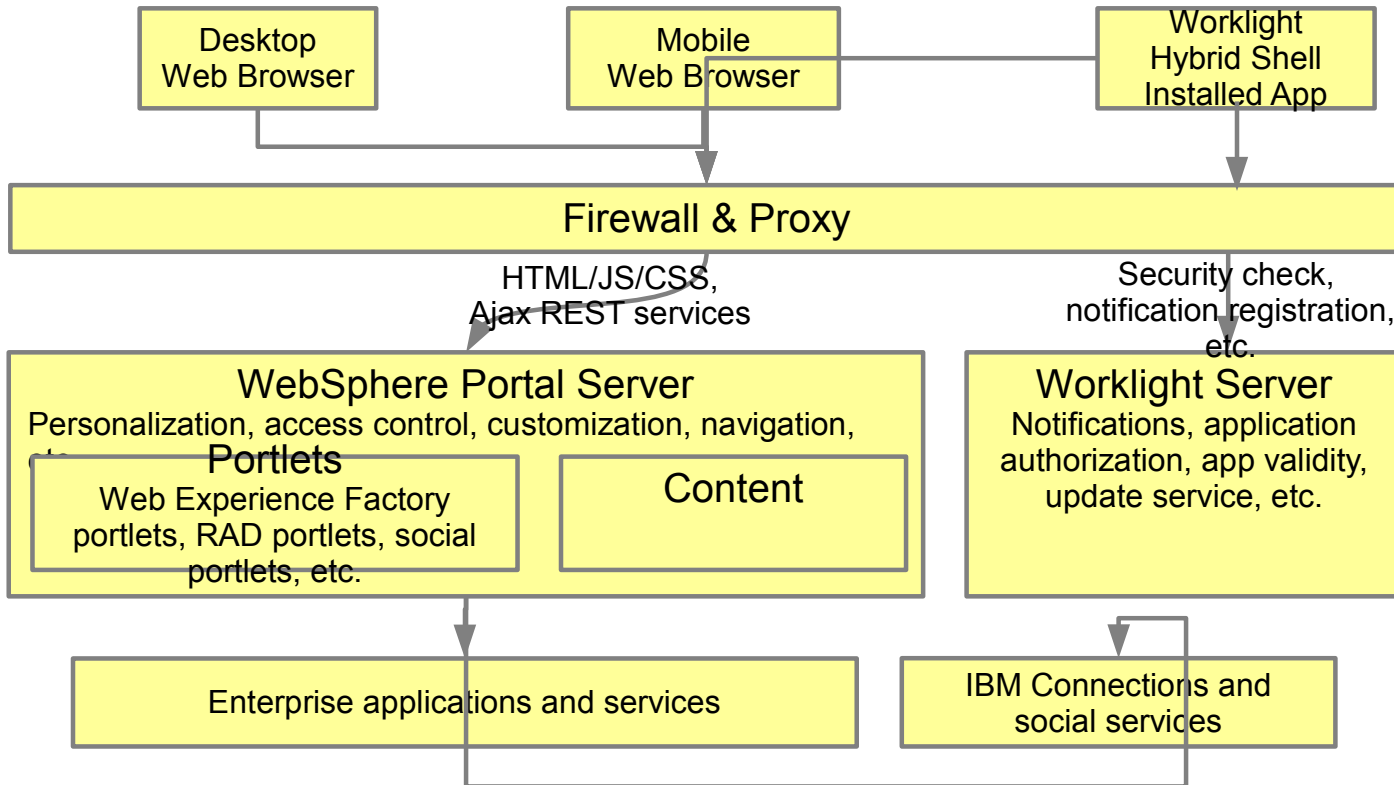
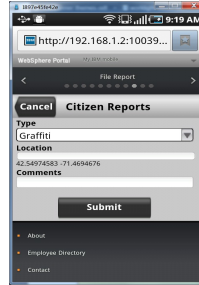
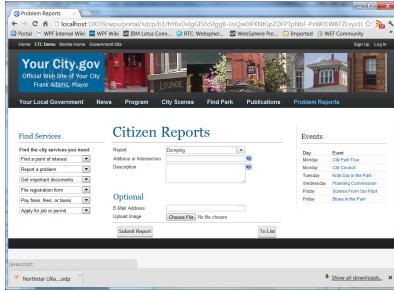
1024px
tablets, notebooks
and desktops

1200px
wider monitors

1600+px
Very wide monitors
and some HD Devices

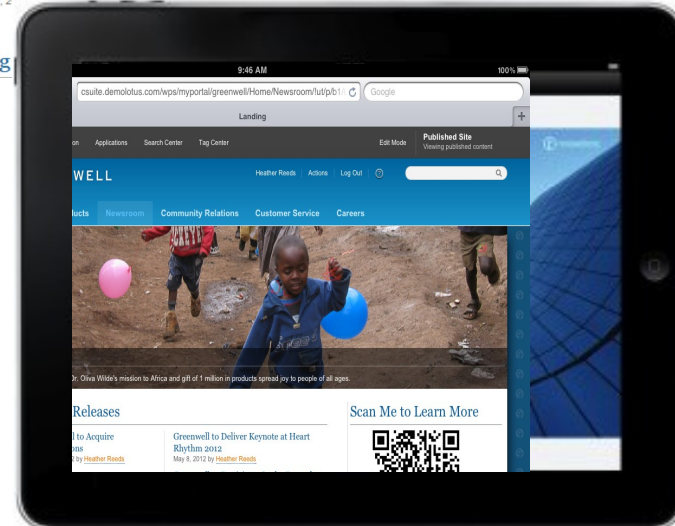
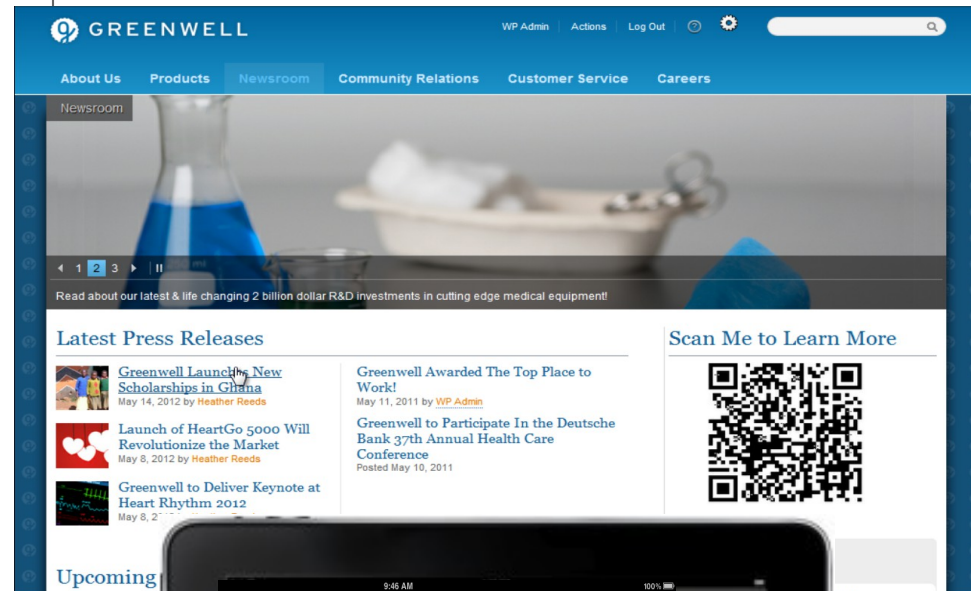


IBM WebSphere Portal e IBM Worklight

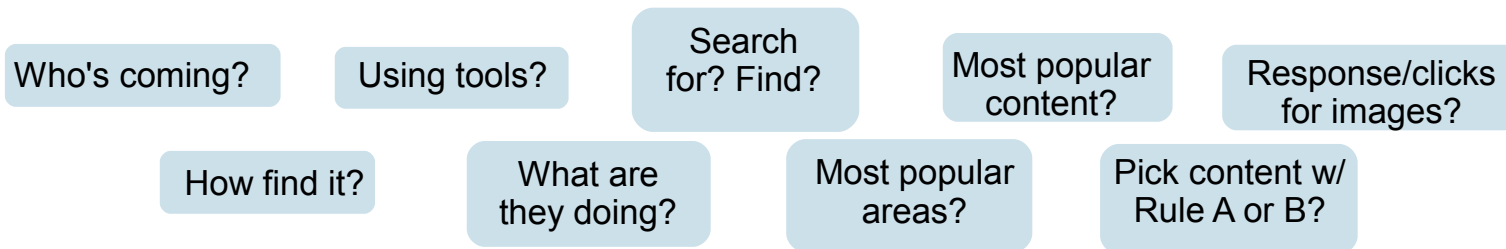


Una web experience appagante e dinamica

- ✓ **Authoring del contenuto e del sito (no skills)**
 - ✓ Il site wizard (microsites)
 - ✓ Microsoft Word-based authoring
 - ✓ Inline editing con rich-text editor
 - ✓ Supporto per WebDav – i tool html più comuni (ie Adobe Dreamweaver)
- ✓ **Broadest reach**
 - ✓ Multi-lingual sites
 - ✓ Write once – syndicate to many channels
 - ✓ 31 languages OOTB for content authors
- ✓ **Governance migliorata per ridurre i costi**
 - ✓ Workflow engine flessibile
 - ✓ Version control
 - ✓ Un security framework robusto
 - ✓ Strumenti per site management
- ✓ **Fast time to market**
 - ✓ CTC - free content templates
 - ✓ SEO-ready
 - ✓ Site search robusta



Fai la scelta giusta, basata sui fatti grazie agli integrated analytics



- 17 punti di integrazione
- Metriche aggiuntive anche per il logging del contenuto WCM
- Semplici configurazioni attivano gli script più idonei all'interno delle pagine di portale (themes)
- Disponibilità di scripts per prodotti di analytics IBM o partner OOTB
- Architettura aperta che permette l'integrazione di altri analytics providers



In context insights permettono una “personal” user experience



The screenshot shows a user interface for 'Human Resources' with a navigation menu (About, Initiatives, Benefits, Opportunity, Events, Downloads, Feedback, Tools) and a search bar. A blue callout box highlights the analytics section:

In Context: See exactly where your users focus within a page. See how they interact with content in context of experience / device

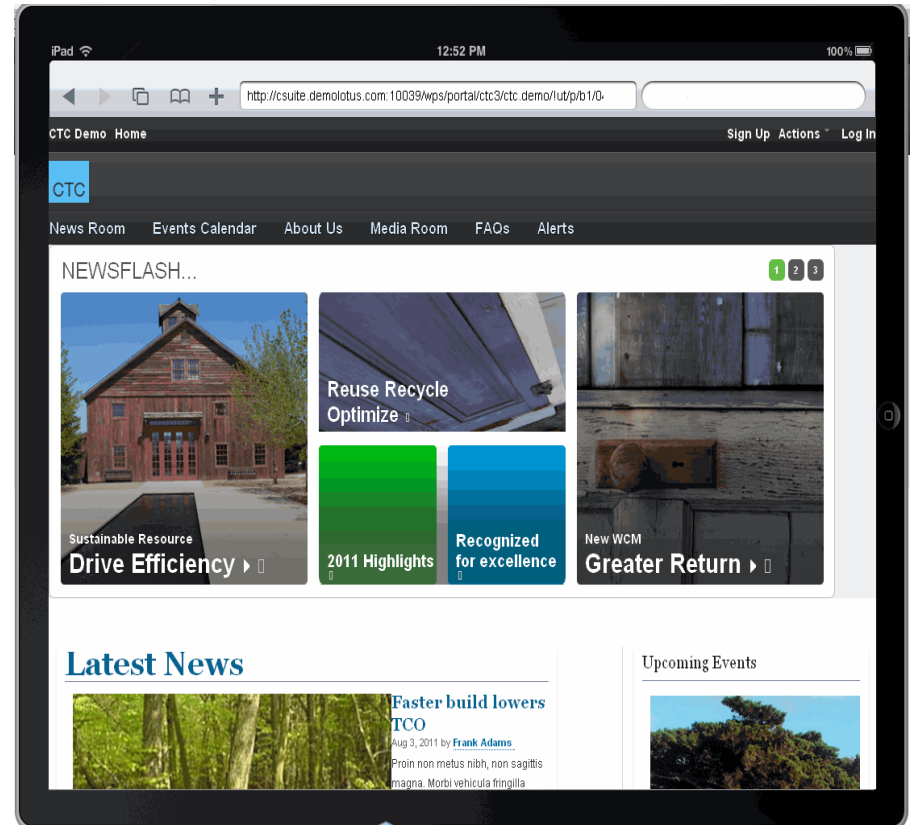
The analytics section displays a line graph with two data series: Sessions (blue line) and Page Views (yellow line). The x-axis shows dates from 20120705 to 20120708. The y-axis ranges from 0 to 8. The Sessions series starts at approximately 7.5, drops to 6.5, then to 2.5, and rises to 7.5. The Page Views series starts at approximately 5.5, drops to 4.5, then to 1.5, and rises to 3.5.

Below the analytics, there are sections for 'In the News', 'Featured News', and 'Benefits Central'. 'In the News' includes articles like 'Linking Pay to Performance' and 'Compensation Done Properly'. 'Featured News' features 'Pay for the New Hires' with a piggy bank image. 'Benefits Central' includes 'Catch Up On Savings... Slowly' and 'The Tax Mess Deepens'.

Target the Right Experiences to the Right Users via the Right Channel, at the Right Time



- **Deliver highly personalized, memorable experiences** that adapt to a user's preferences, behaviors, location, relationships, device, sentiment, or even time of day.
- **Enhance cross-sell and up-sell** by providing tailored recommendations based on users' similarity to like-minded folks.
- **Increase customer engagement** by allowing users to tailor their own web experiences through drag and drop.
- **Appeal to a global audience** by delivering globalized & localized sites.



Personalization tailors experiences to specific devices

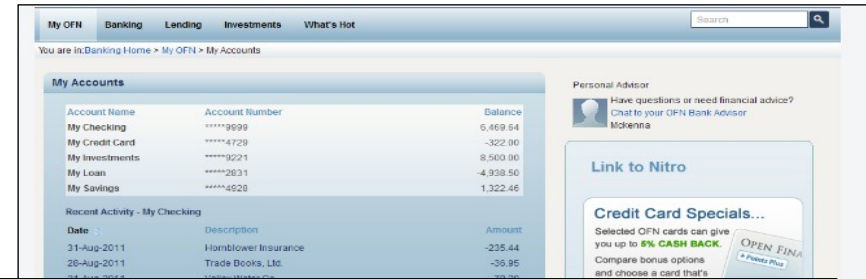
Le Web Forms – in pochi click senza sviluppare

Agile, self-service user interface



- **Interagisci con I clienti**
 - Ricevi feedback attraverso surveys, polls, e form personalizzate
- **Invia offerte mirate alle esigenze del cliente**
 - Aumentare il numero di form completate %
 - Migliorare il click through %
- **Supporto al self-service**
 - Fare affiorare sistemi esistenti costruendo UI intuitive
- **Reagire tempestivamente**
 - In pochi minuti è possibile modificare la U.Ex per adeguarsi ai feedback dei clienti
- **Everywhere**

Rendere la U. Ex. coerente e fruibile a prescindere dal contesto e dagli strumenti (social media / smartphones / tablets)



Integrare aspetti social nelle applicazioni e nei processi aumenta la produttività



The screenshot shows an IBM application interface with a navigation bar (About, Initiatives, Benefits, Opportunity, Events, Downloads, Feedback, Tools) and a search bar. A slider at the top allows filtering data, currently set to show employees with total compensation exceeding \$60,000. Below the slider is a table of employee compensation data.

Emp. No	Name	Dept	Salary	Bonus	Comm.	Total
000010	Brandon Seppa	B01	\$122,800	\$6,201	\$11,000	\$140,001
000020	Brian Pearson	A00	\$55,709	\$3,450	\$14,221	\$73,380
000050	Vojtech Trs	CO1	\$77,842	\$2,801	\$0	\$80,643
000060	George Brichacek	E11	\$92,450	\$8,400	\$0	\$100,850
000070	Reynout Boogaert	D21	\$192,030	\$46,500	\$0	\$238,530

Below the table is a line chart titled "Employee Compensation" showing total compensation over time. The x-axis represents employee IDs and the y-axis represents compensation amounts from 0 to 250,000. The chart shows a fluctuating trend with a significant peak for employee 000070.

At the bottom, there is another table showing employee details:

Emp. No	Name	Dept	Ed.	Phone	Total
000010	Brandon Seppa	B01	20	+13032620165	\$140,001
000020	Brian Pearson	A00	18	+17203420047	\$73,380
000030	Chris Crumney	CO1	16	+17206632197	\$34,040
000040	Eva Aul	D11	20	+17206632235	\$20,010

On the right side of the interface, there are social content recommendations under the heading "Files matching compensation".

- Employee Compensation.pdf** (47 KB) Download
Updated Jul 5, 2012 by Brandon Seppa
33 Downloads 4 Comments 6 Recomm.
- HR Lunch and Learn Series.mp4** (1 MB) Download
Updated Mar 16, 2012 by Brandon Seppa
1 Downloads 0 Comments 2 Recomm.
- Executive Compensation Policy.ods** (10 KB) Download
Updated May 15, 2012 by Brandon Seppa
4 Downloads 0 Comments 1 Recomm.

Below these are three article recommendations:

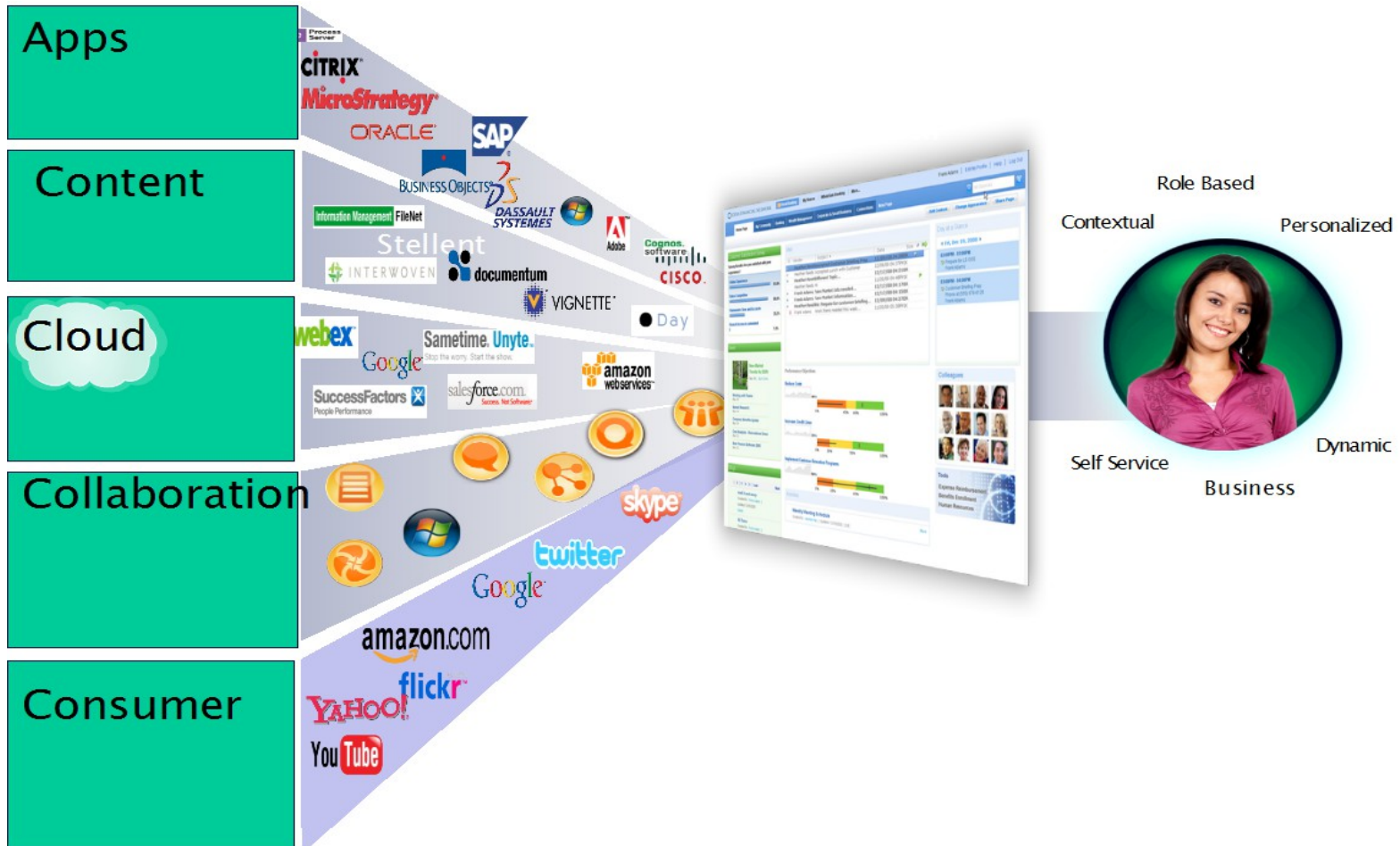
- Linking Pay to Performance**
Jun 22, 2012 by Brandon Seppa
Pay for performance: Why do we assume so much and know so little? The question of what kind of pay for what kind of performance, however, becomes much more complex, suggesting a practice in need of further examination.
Read more
- Compensation Done Properly**
Jun 22, 2012 by Samantha Daryn
Staying on top of what's new in executive pay is a challenge even for the most dedicated experts. It is particularly daunting for those broad-based HR practitioners who do not focus on executive pay regularly. But the need for a broader understanding of the key terms and concepts surrounding executive compensation has never been more acute.
Read more
- Motivation Beyond Compensation**
Jun 22, 2012 by Heather Reeds
Any CEO knows that employee motivation is a key to individual performance. group

Simple to use slider to scope page content

Meaningful social content and file recommendations based on context and tasks

Intuitive visualization from enterprise data for rapid insights

Integrazione tra sistemi eterogenei aggiunge valore alle applicazioni



Exceptional Web Experiences Recognized



King Faisal Specialist Hospital & Research Center

2012 Digital Excellence Award - Ministry of Communication & Information Technology (Winner)

Staples – Employee Intranet

2012 Intranet Design Award, Nelson Norman Group (Winner)

CareFirst BlueCross BlueShield – Member Portal

2011 WEBAWARD – Web Marketing Association (Outstanding Website)

US Tennis Association – US Open Site

2011 WEBAWARD – Web Marketing Association (Best Sports Website - Winner)

RBC Royal Bank – Online Banking Site

2011 Best Consumer Internet Bank in Canada - Global Finance Magazine (Winner)

AMP Limited – Employee Intranet

2011 Intranet Design Award, Nelson Norman Group (Winner)

BMO Financial Group – Online Business Banking

2011 CIO 100 – CIO Magazine (Winner)

Dubai Government – eGovernment Site

2011 Middle East eGovernment and eServices Excellence Award – Best eGovernment Portal (Winner)

Qatar National Government – eGovernment Site

2011 World Summit Award – Arab e-Content Award (Winner)

Lufthansa – Customer Site

2010 WEBAWARD - Web Marketing Association (Best Airline Website)

Finnair – Customer Site

2010 WEBAWARD - Web Marketing Association (Airline Standard of Excellence)

Boston Medical Center – Patient Site

2010 WEBAWARD - Web Marketing Association (Outstanding Website)

US Tennis Association – US Open Site

2010 Webby Award Nominee – Event Site (Finalist)

Cars.com – Customer Site

2010 WEBAWARD - Web Marketing Association (Automobile Standard of Excellence)

Brocade Communications – B2B Site

2010 WEBAWARD - Web Marketing Association (B2B & Technology Standard of Excellence)

International Enterprise Singapore – G2B Site

2010 WEBAWARD - Web Marketing Association (Government Standard of Excellence)

Tyco International – B2B Site

2010 WEBAWARD - Web Marketing Association (B2B Standard of Excellence)

Omron Europe – Employee Intranet

2010 Intranet Innovation Award, Step two Designs (Gold award: Frontline Delivery)



Exceptional Web Experiences Recognized

RBC Royal Bank – Online Banking Site

2010 Surviscor's Online Banking scorCard (Winner)

AMP Limited – Employee Intranet

2010 Intranet Innovation Award, Step two Designs
(Gold award: Communication & Collaboration)

IBM – developerWorks

2010 Forrester Groundswell Award – Forrester
Research (Winner: B2B division)

IBM – developerWorks

2010 US SMB Social Media Marketing Award – AMI-
Partners (Winner: Community Development award)

Los Angeles County – Municipal Portal

2009 National Association of Counties Achievement
Award (Winner)

HSBC Bank Brazil – Employee Portal

2009 Intranet Design Award, Nelson Norman Group
(Winner)

Saudi Shoura Council – eGovernance Portal

2009 Best Website for Parliaments (Winner)

**U.S. Nuclear Regulatory Commission – Electronic
Information Exchange**

2009 Excellence.Gov Award (Finalist)

City of Gothenburg – Citizen Portal

2009 GT Newspaper Achievement Award (Recognized)

**US Army Publishing Directorate – Army Action
Tracking System**

2009 Army Knowledge Management Award (Winner)

Duke University Health System – Patient Portal

2008 Healthcare Informatics Innovator (Finalist)

Bharti Airtel – Mobile Portal

2008 Strategy Analytics Wireless Media Lab (Best
Portal)

Spatial Information eXchange Portal

2008 Delivering the plan – Business (NSW Premier's
Gold Award)

**State of Missouri – Emergency Response
Information System Portal**

2008 Computerworld Honors (Laureate)

Miami-Dade County – Housing Central Portal

2007 Digital Government Achievement Award (Winner)

City of Helsinki – Citizen Portal

2007 UN Report: Digital Governance in Municipalities
(#1 in Europe)

AO Foundation – AO Surgery Reference

2007 International Health & Medical Media Award
(Winner)