

IBM Connect 2015

Seize the Moment

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Wat als je zou kunnen zien wat je klanten online zien en doen?

Arthur Oudendijk

Customer Analytics

IBM Commerce

arthur_oudendijk@nl.ibm.com

0653416643



Online Customer Analytics



WAT?

WAAROM?

WAT NU?

Wat als je zou zien wat je klanten online zien en doen?

▪ Inzicht om:

1. Online kanaal te optimaliseren
2. IT incident snel te reproduceren
3. Call center afhandeling te verkorten
4. Customer feedback te beoordelen
5. Fraude gedrag te identificeren

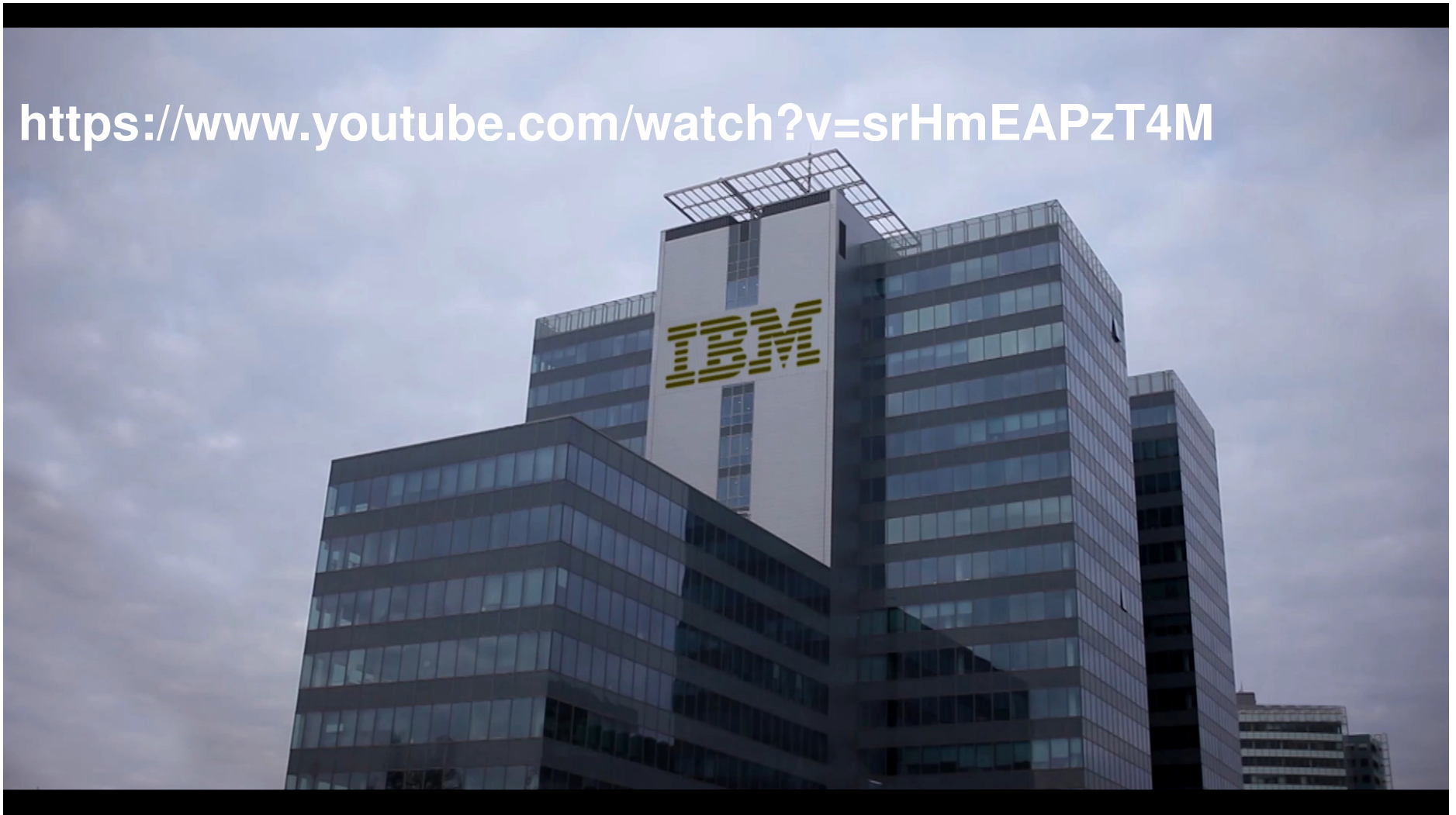


Conclusies

- **WAT + WAAROM** zijn beiden belangrijk om de online interactie te begrijpen
- Door te zien wat je klanten zien en doen begrijp je gedeeltelijk de **WAAROM**
- Daarmee kun je de **WAT NU** beantwoorden

Twoe minuten video

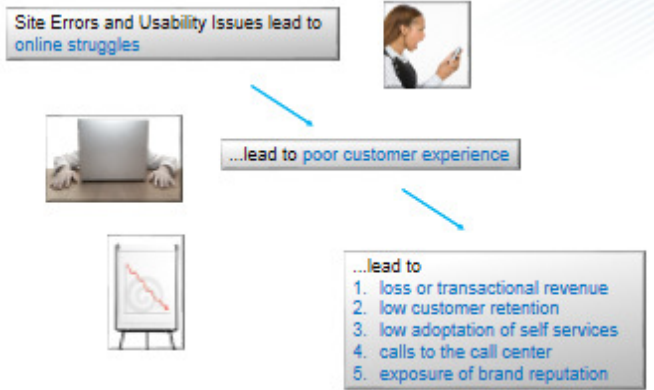
<https://www.youtube.com/watch?v=srHmEAPzT4M>



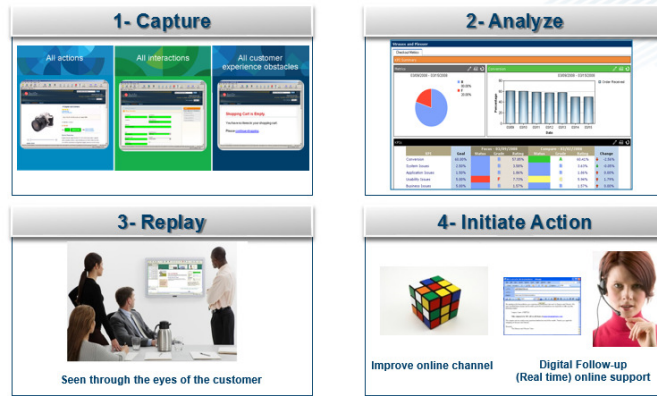
Appendix: hoe werk het

Tealeaf on one page

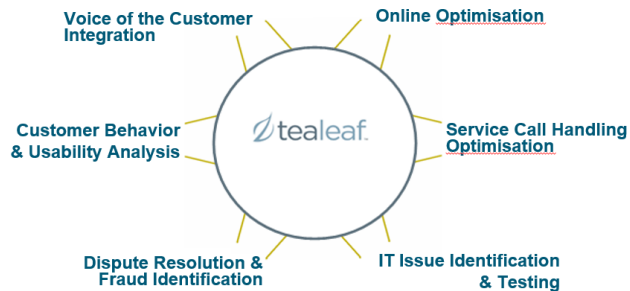
Challenge to address



Capability



Use cases



Benefits



Benefits as quantified by Forrester

<p>Improved Online Customer Experience Marketing: better image</p>	
<p>Increased Revenue Sales: prevent losing transactions</p>	
<p>Decreased Costs – IT: less cost reproducing incidents Service center: less calls</p>	
<p>Higher adoption of self services channel for claims Support on identifying fraudulent behaviour</p>	

Tealeaf base value proposition

Benefits Quantified in Study	
Increased Conversion Rate	3.5%
Increased Average Order Value	0.5%
Improved Retention Rate	1%
Reduced Problem Resolution Time	60%
Reduced Incidents (Project Avoidance)	10%
Reduced Disputed/Fraudulent Chargebacks	0.05%

Tealeaf call center value proposition added

Benefits Quantified in Study	
Decrease in CSR Average Handle Time	8%
Reduction in Web-related Escalations	50%
Incremental Revenue from Increased Converted Orders	0.5%