

BusinessConnect

A New Era of Smart

Stepping up to the challenge: How to succeed in the digital market.

Claudio Christensen,
CMO IBM Nordic



Digital Business

The premise of the
ebusiness battleground

“The Interface is the Brand is the Product”



Every morning in Africa, a Gazelle wakes up and knows that it must run faster than the fastest Lion that day, or it will be killed and eaten.

Every morning in Africa, a Lion wakes up and knows that it must run faster than the slowest Gazelle that day, or it will starve to death.

It doesn't matter if you are a lion or a gazelle: when the sun comes up, you'd better be running.

- Anonymous

What will I cover

The Context

"What is pushing the digital agenda?"

The Customers

"Looking at our business through the eyes of our customers"

The Experience

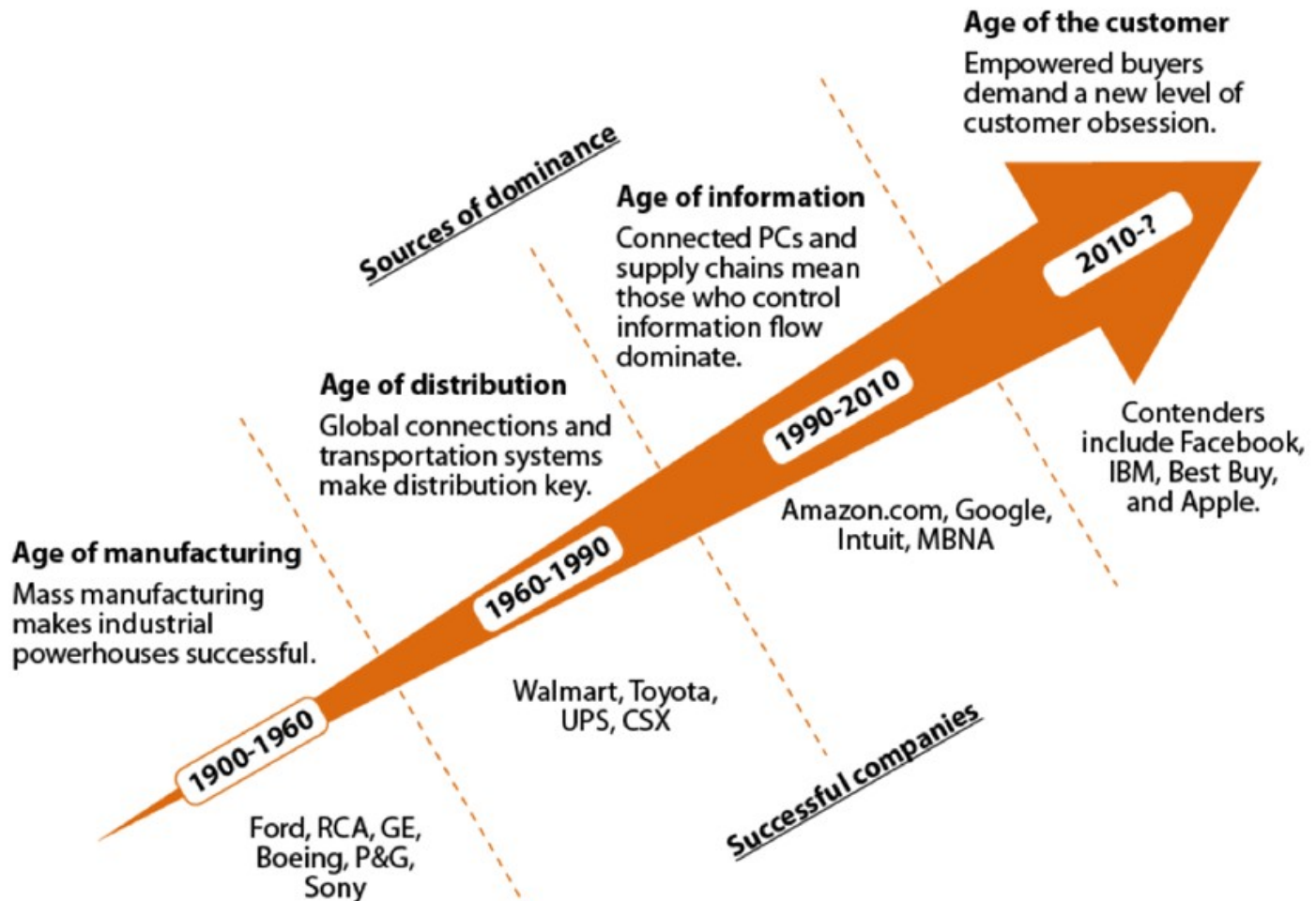
"Creating the best customer experience"

“What is pushing the digital agenda?”

The Age of The Customer



June 2011 "Competitive Strategy In The Age Of The Customer"
We Have Entered The Age Of The Customer



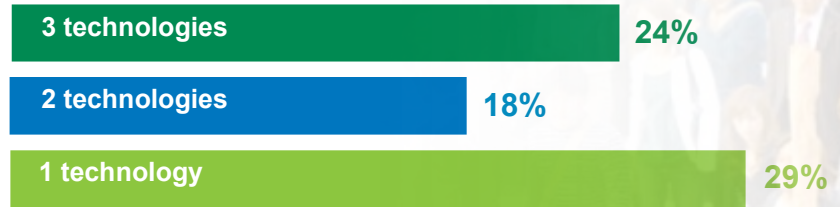
Mobile is Everywhere!



Consumers are more connected than ever



Number of technologies consumers desire to use in the shopping process¹



150 times



The number of times the average mobile user checks his or her device per day²

More than 52%



of adult cell phone owners used their devices while in a store to help with purchasing decisions³

More than \$650B

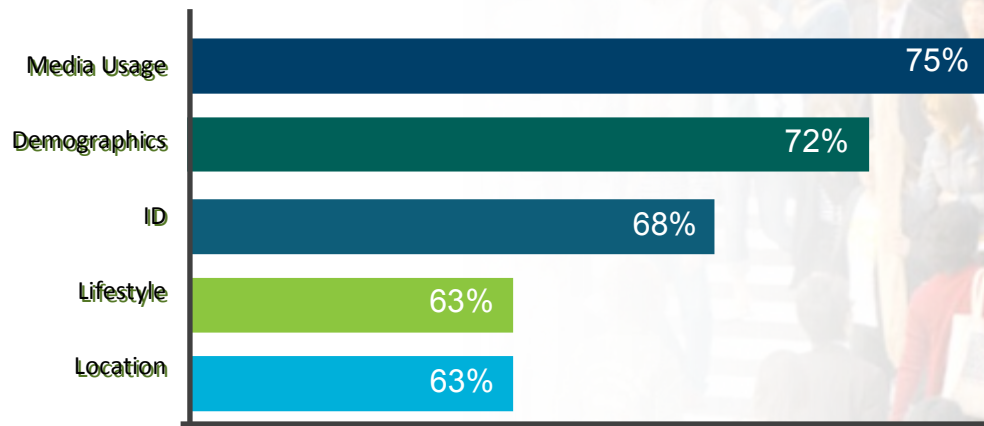


of store sales are mobile influenced⁴

Connected consumers expect better personalization and experiences across their journeys



Customers are increasingly open to share their personal information, with the exception of financial data, when there is perceived benefit
 What is your willingness to provide information in exchange for something relevant to you (non-monetary)?



42%



of consumers want personalized promotions in-store based on what they scan

58%



of retail customers want to access relevant product information in-store

83%



of consumers are more likely to do business with brands that allow them to control where, when and how they interact

The Era of On-Demand Marketing

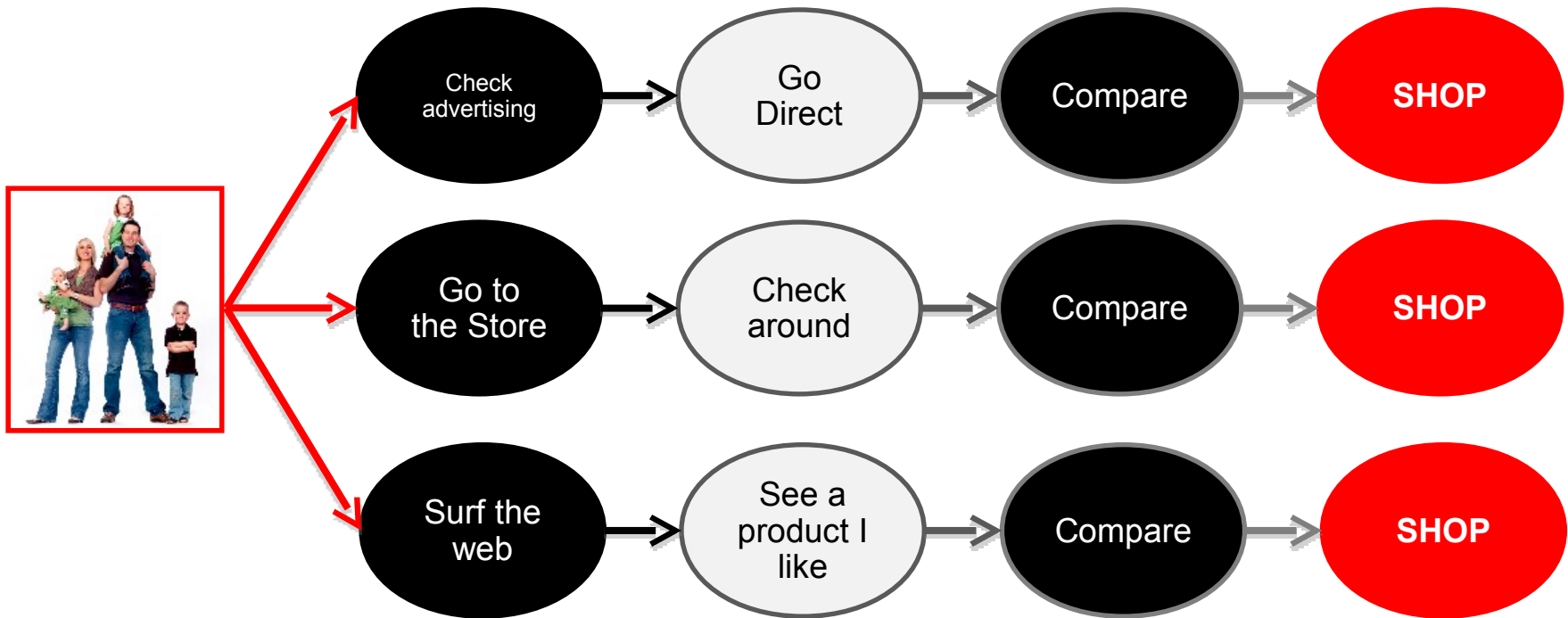
- 1 Now** *Consumers will want to interact **anywhere** at **any time**.*
- 2 Can I?** *They will want to experiment, to compare, to try, to engage. They want to serve themselves. **Transparency***
- 3 For me** *They will expect all data stored about them to be targeted precisely to their needs or used to **personalize** what they experience.*
- 4 Simply** *They will expect all interactions to be easy. **Simplicity***



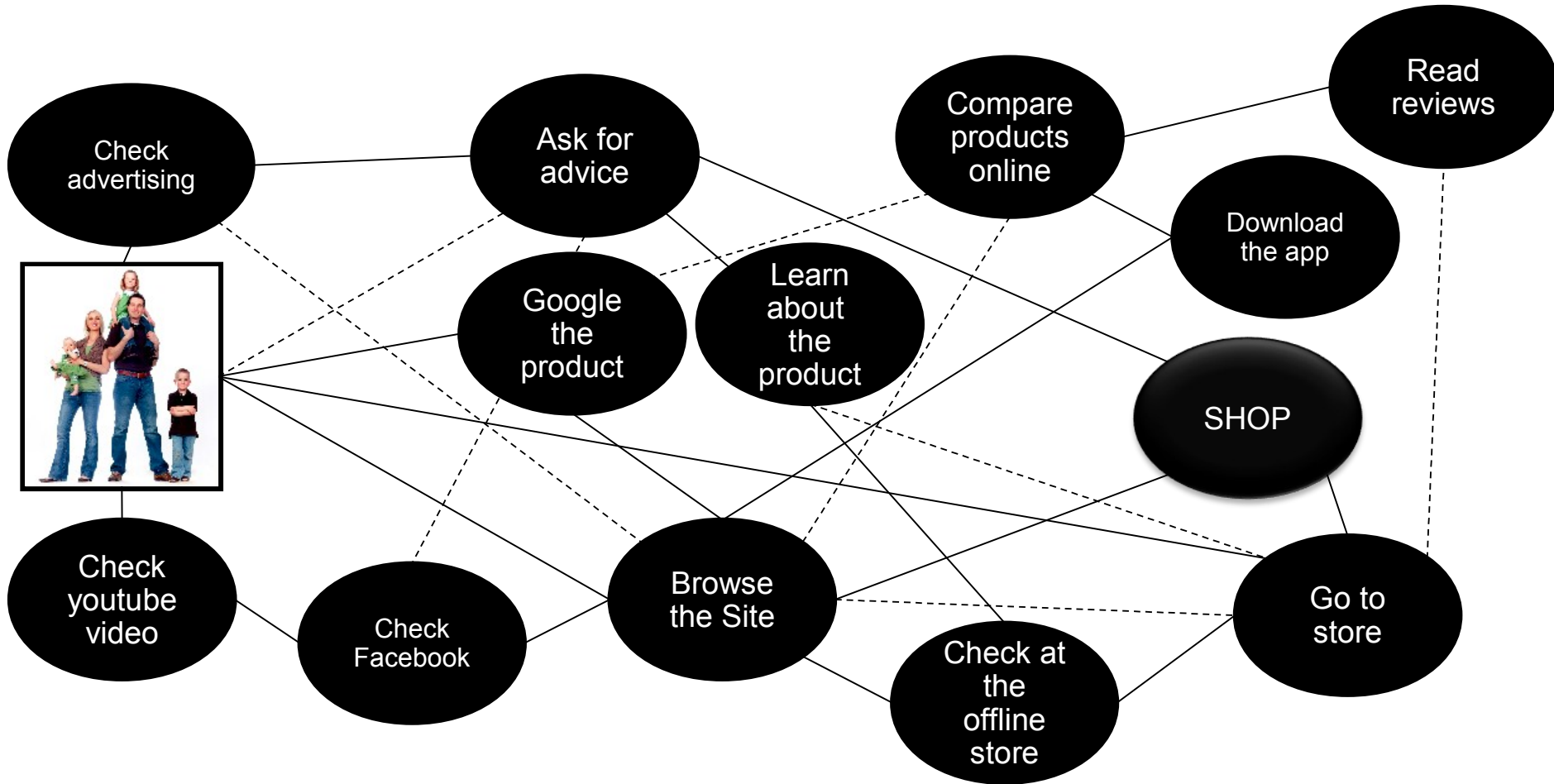
*“Looking at our business through the eyes
of our customers”*

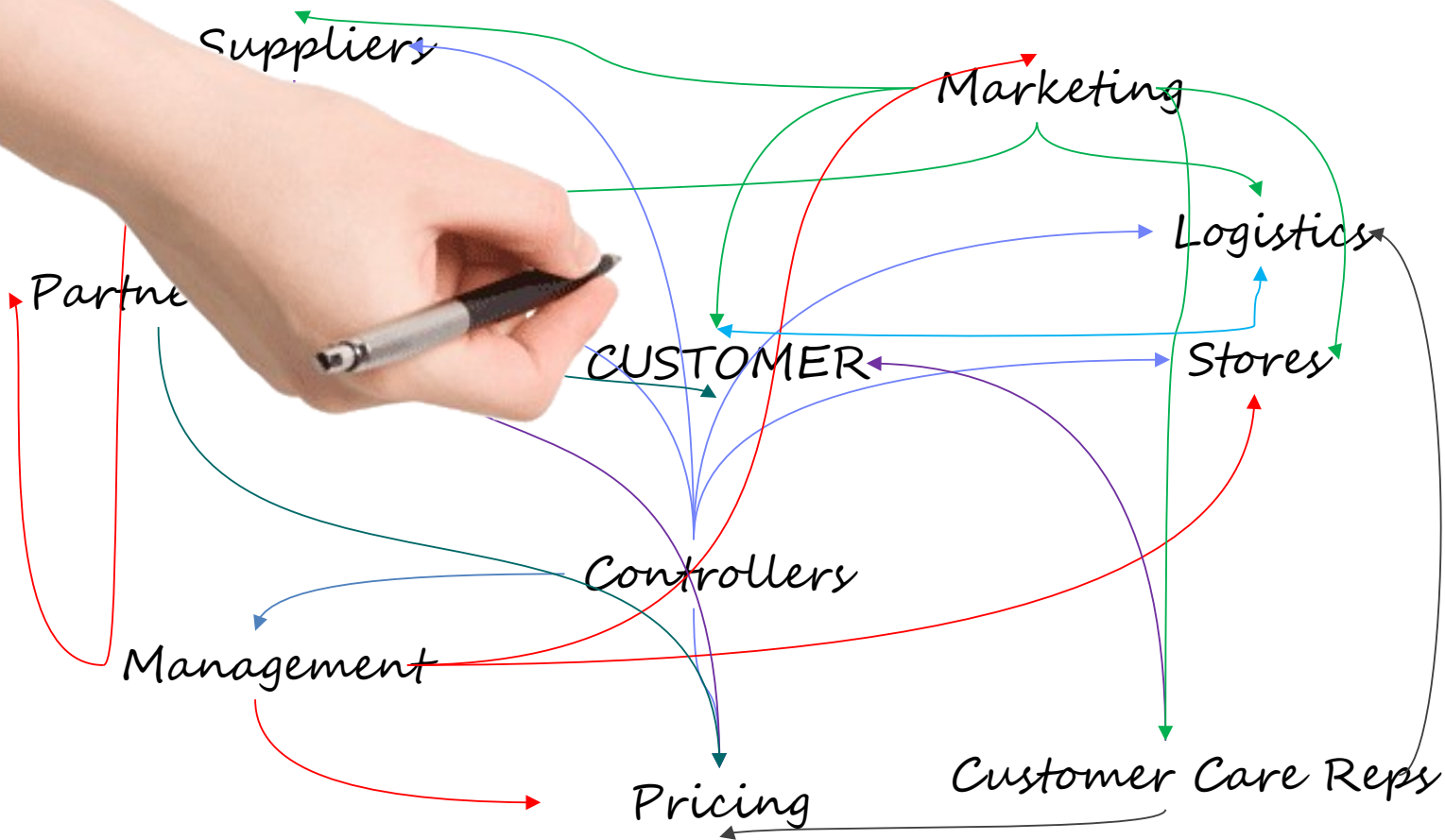


Most companies engage consumer in a silo'd fashion



But the consumer does not think in silos!





Companies (B2C/B2B) must acknowledge that the value of omni-channel lies in solving its complexity and providing the client with a seamless experience across channels.

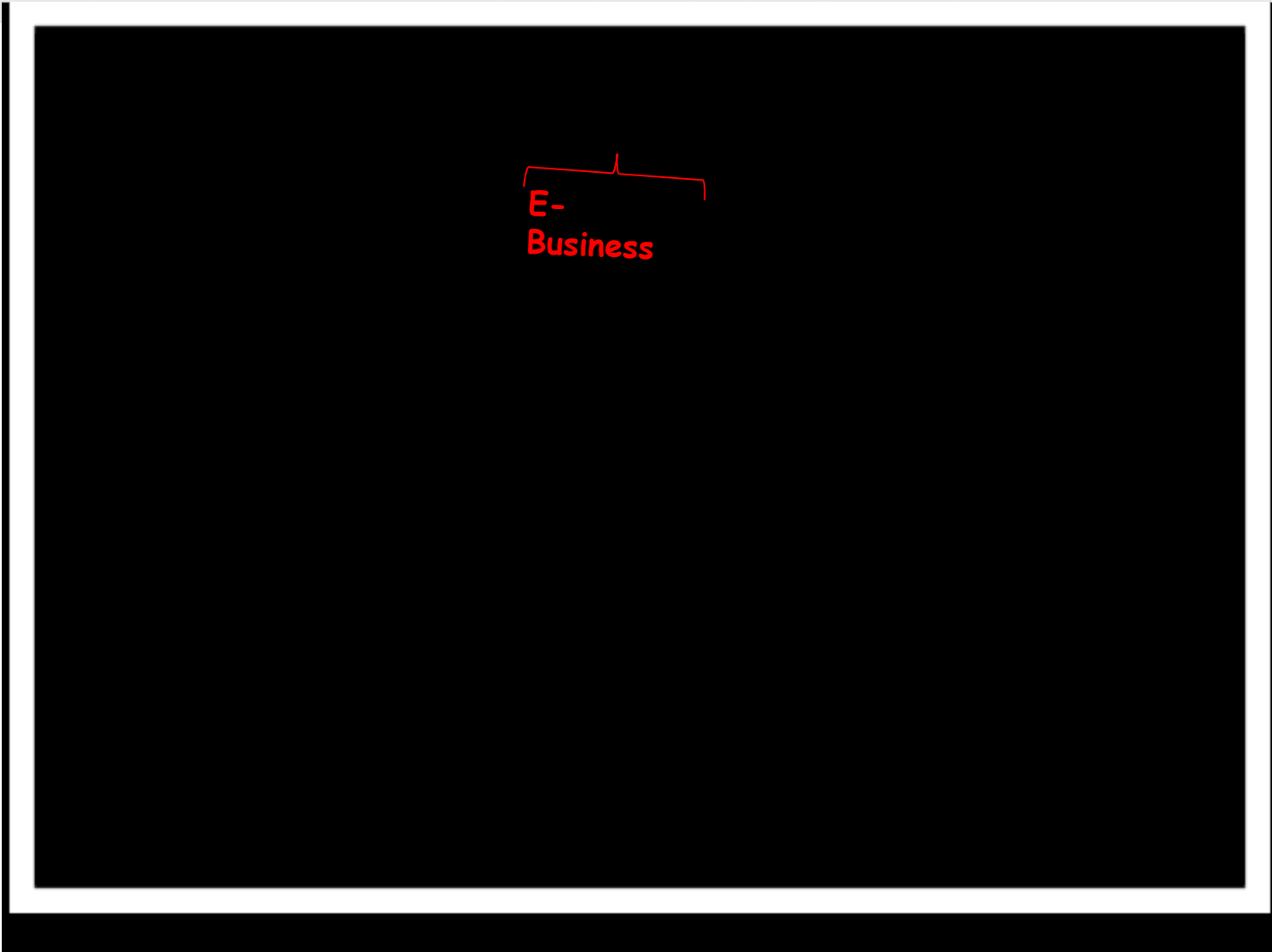
*B2B professionals are also B2C customers
when they are not working.*

*They expect that you deliver the same type of
relevance, features and experiences that they
experience at B2C websites and apps.*

*Combined with the fact that we have a lot more
data on B2B users the opportunity is immense.
After all, other opportunities (competitors) are
only a click away...*

“Creating the best customer experience”

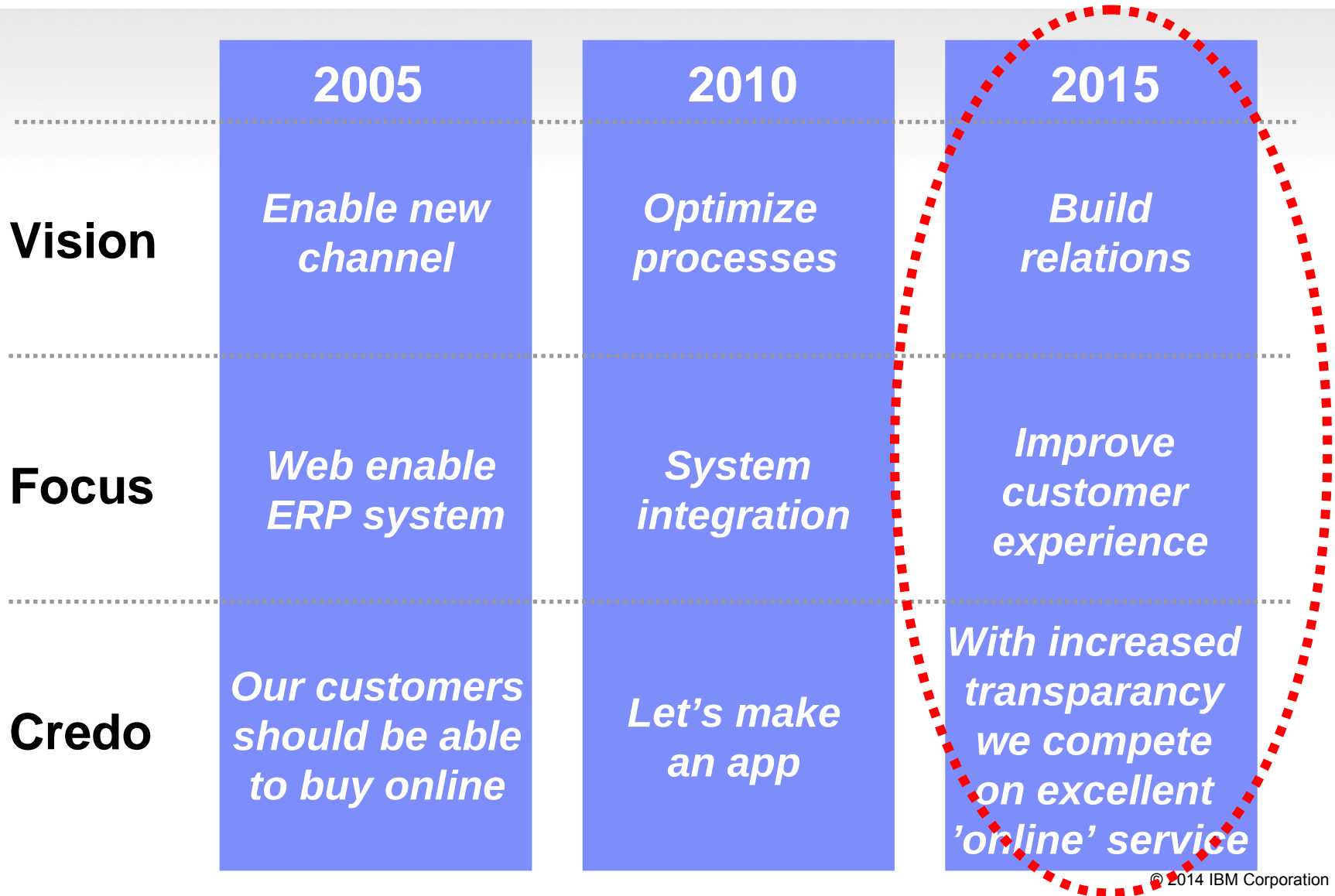
A strategic starting point

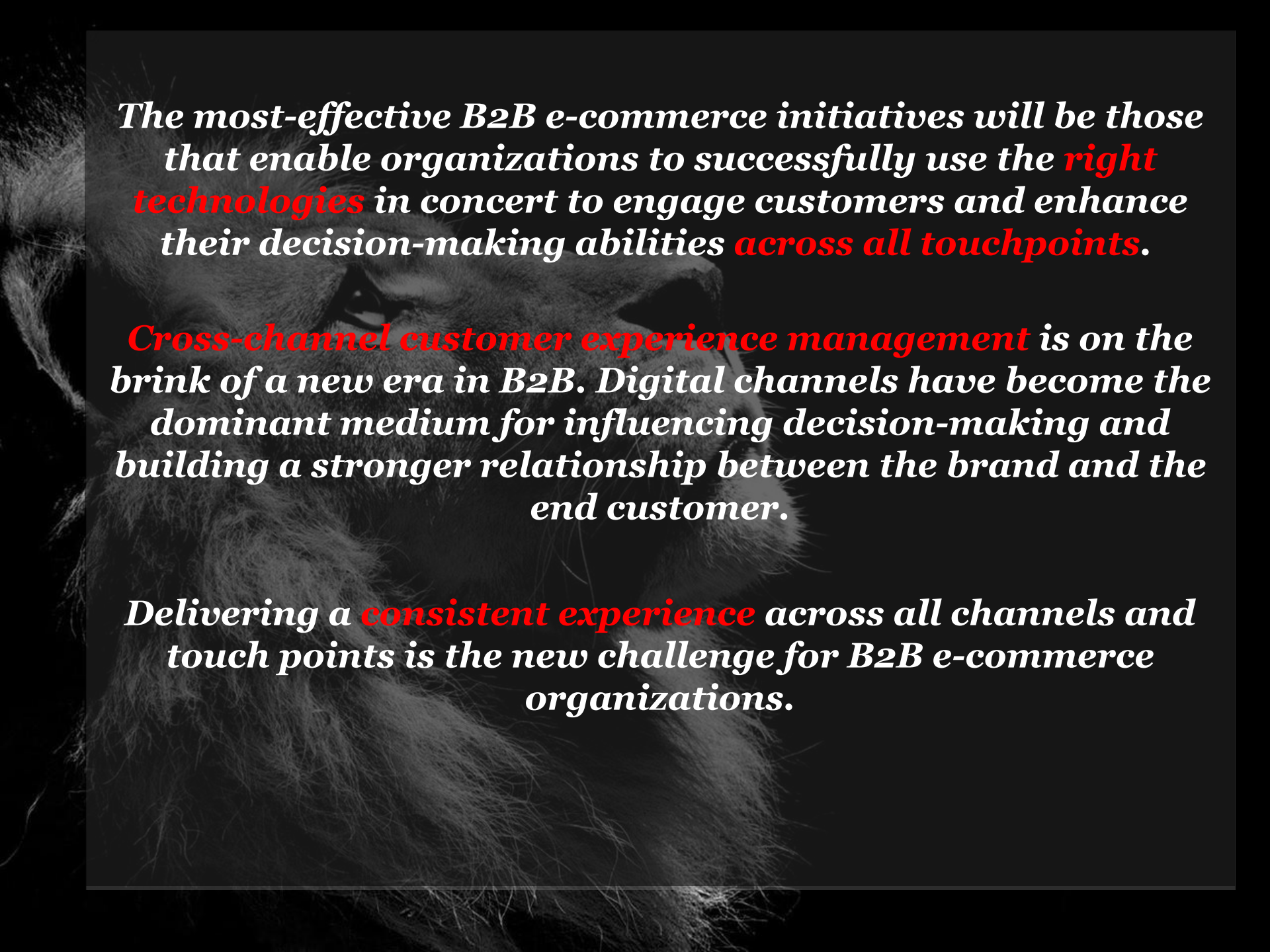


What is the plan?



ebusiness experience maturity






*The most-effective B2B e-commerce initiatives will be those that enable organizations to successfully use the **right technologies** in concert to engage customers and enhance their decision-making abilities **across all touchpoints**.*

***Cross-channel customer experience management** is on the brink of a new era in B2B. Digital channels have become the dominant medium for influencing decision-making and building a stronger relationship between the brand and the end customer.*

*Delivering a **consistent experience** across all channels and touch points is the new challenge for B2B e-commerce organizations.*



Is your organization ready for a change of mindset?

What is the business case for a changed mindset?

Do you know your customers and understand their needs? In all touch points?

What is the value?
How do you create the business case?

***If you can't answer these questions
you better start running...***

Thank you...

