IBM SolutionsConnect 2015

Seize the Moment. Dive into Next Generation Technologies.

Engaging Customers with Real Time Relevant Insights

Jervin Hew

Technical Leader

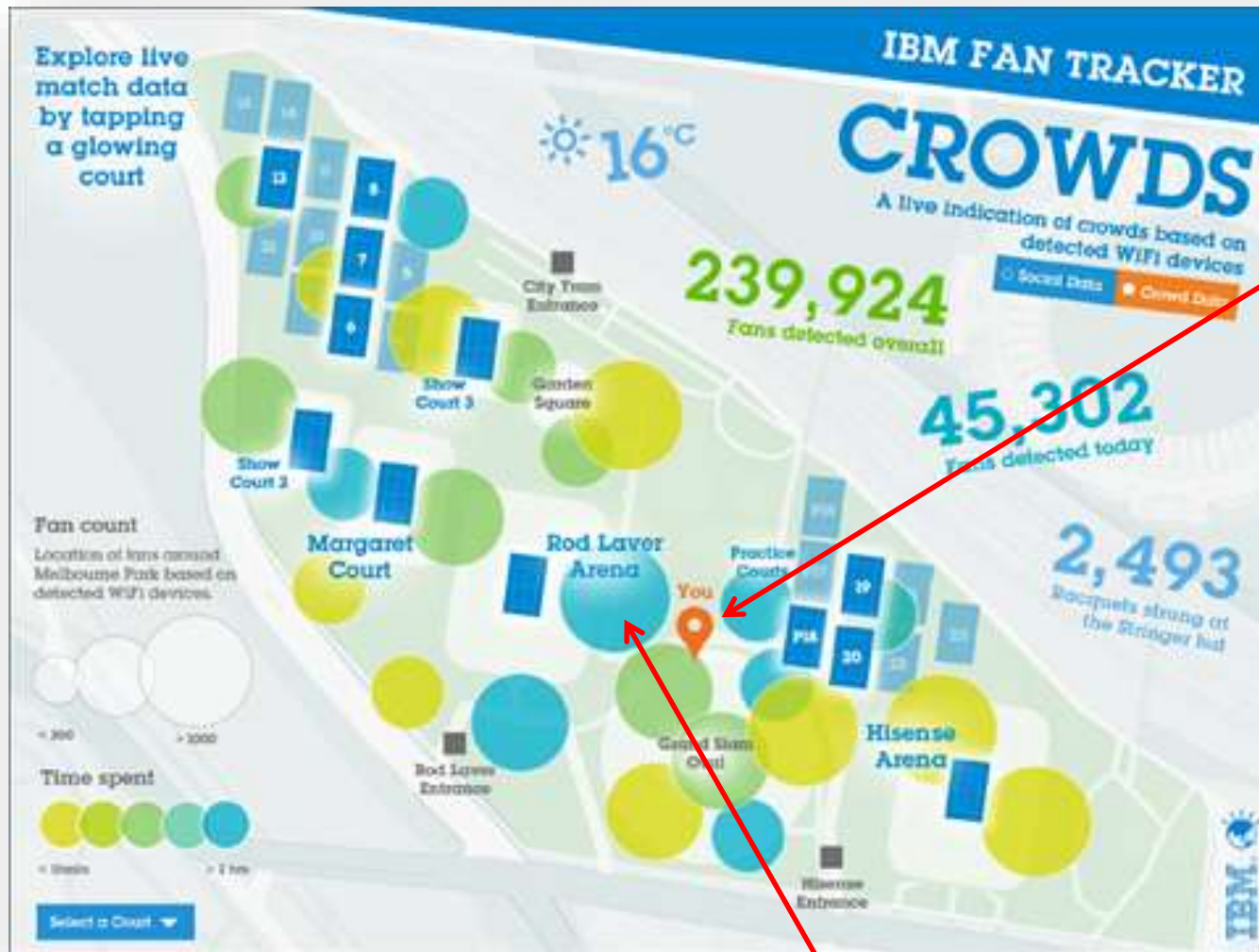IBM Analytics Group

Australian Open 2015

Maximizing the Fan Experience
Use Of Analytics in Sport

IBM & AUS Open – Manage Events, Track Score & Statistics

Finding your way through the crowds
Using live data from a range of sources

You Are Here ! through **GPS** tracking they can see **where** they are **on site**

Available through the website and the official apps

Where the crowds are - using data obtained via **Wi-Fi enabled** device signals, fans can see where the **biggest crowds** are and quickly **find** the **most popular spots**

What are other people saying
Keeping up with social media buzz

Using **Social Media Analytics:**
- Popular **Instagram** spots,
- **Twitter** statistics

Understand **Positive/Negative Response of Players**

Getting the action from all courts
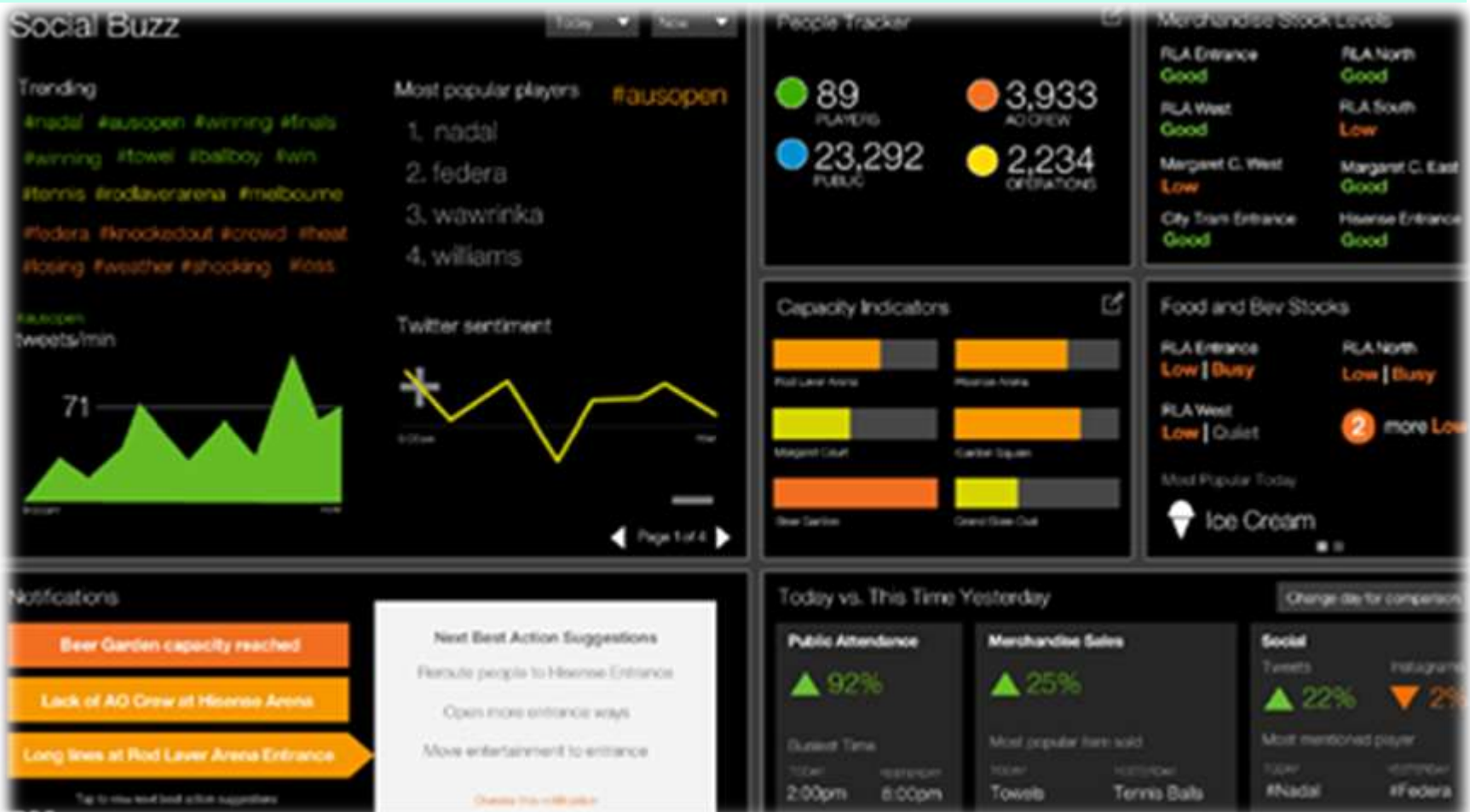## Using *Real-time* *feeds, historical analysis, sentiment*

Click on each <u>court</u> to see:
- Court data such as **scores** and **stats**,
- **Social sentiment** and key social words about that match
- Top **KPIs** of players, their **bios** and **stats**

Meanwhile in the Control Room
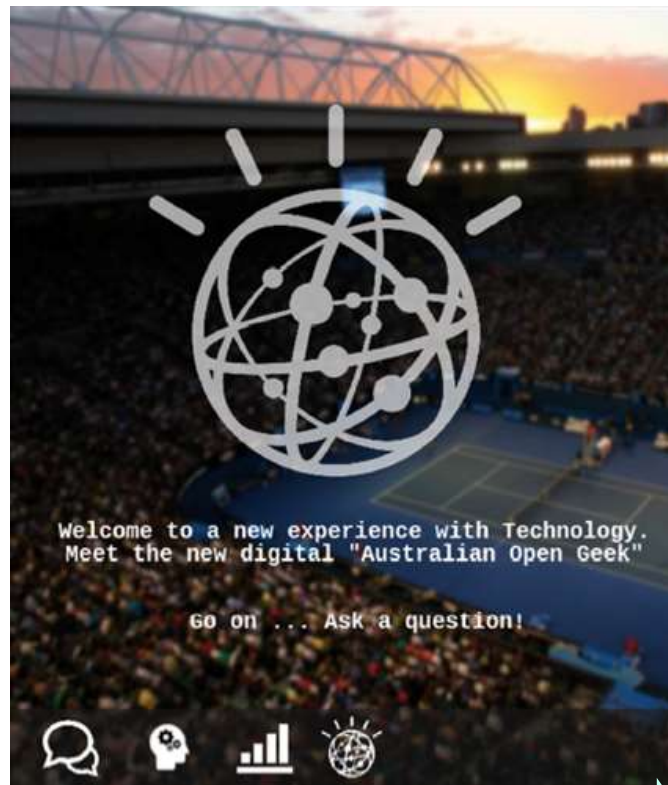## *Operations dashboard for Tennis Australia*

Giving Tennis Australia a **deep view** of **what's** **happening** **throughout** the **tournament** from a **wide range of operations based data sources**, facilitates **Next Best Action**

What's New ? *Meet the Watsons*
Cognitive computing – Intuitive/Self Learning

Welcome to a new experience with Technology.
Meet the new digital "Australian Open Geek"

Go on ... Ask a question!

Watson App
- **Cognitive,** answer <u>**conversation style**</u> questions about **grand slam**
- **Analytics**, visualize <u>**8 years**</u> of grand slam data for numeric questions
- **System U, <u>learning</u>** about people from data available in <u>**social media**</u>

Niki & Nikita are 58-cm tall

They listen, emphasise and express emotions.

They give verbal answers to Australian Open questions.

How Do We Make It Happen ?

IBM Mobility – Across Different Channels
Bringing live action to fans everywhere

IBM Mobile First
- **Build** and **deploy** multi-platform mobile applications
- **Optimise** mobile experience to build loyalty
- Use **analytics** to understand behavior & information into **insights**

iPhone   Android   Mobile
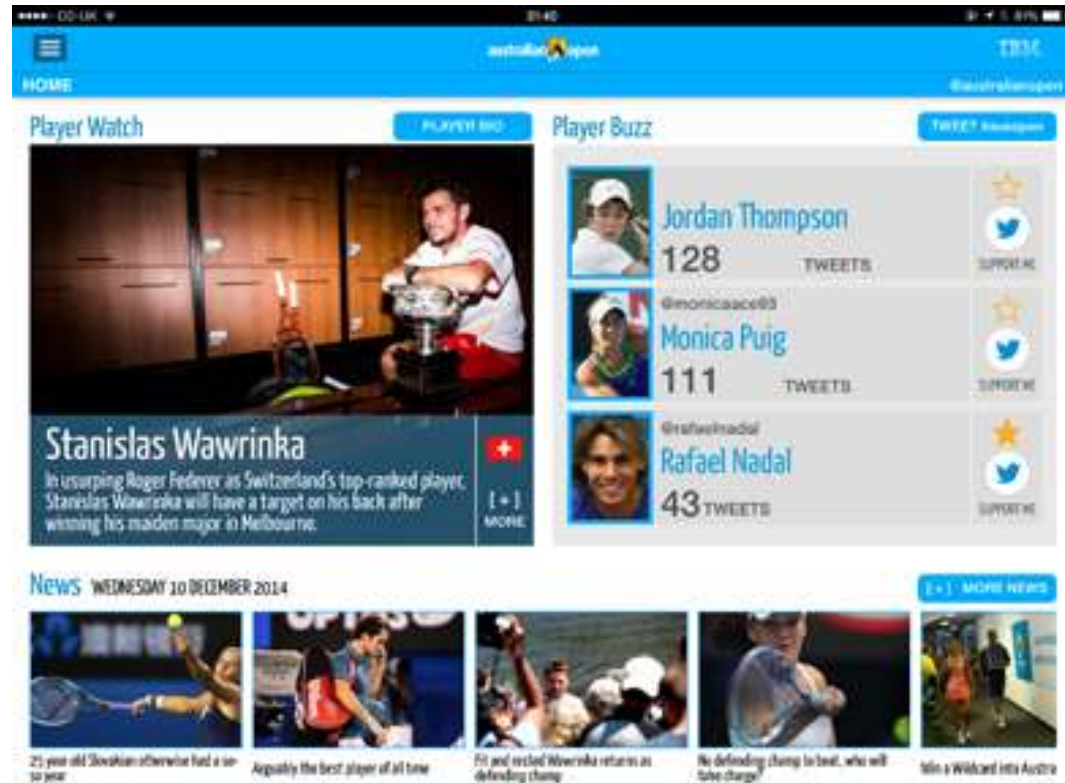
Over the 2 week event duration
- **1.2 M** app downloads
- **35 M** mobile page **views**

Second Screen
- Live streaming, Highlights, interviews
- Follow your favourite player, express support
- Remote control for replay

IBM Analytics
Powering the 'advantage made with data'

Three things to get right
- Build a **culture** that **infuses analytics everywhere**
- Be proactive about **privacy**, **security** and **governance**
- **Invest** in a **big data** & **analytics** platform

80% of CEOs believe they deliver a superior customer experience

but only **8%** of their customers agree

Type of shot
Scores
Serve %
Duration
Winners
Points
Serve Speed

Gains from IBM Analytics
- **Acquire**, **grow** and **retain** customers – reaching the **right customer** at the **right time** with the **right offer**
- **Optimize** operations & **Improve** IT economics

Making a smart game smarter with
IBM analytics and **8 years** of Grand Slam data

IBM Cloud
Powering the new economy

australian open — 19 January – 1 February 2015

Two weeks of extreme IT demand !!!

Cloud Solutions:
- Shared Private Cloud
- Consulting and strategy

ROLAND - GARROS
19 MAY - 7 JUNE 2015

US OPEN 2015

AUGUST 31 - SEPTEMBER 13

WIMBLEDON 29 JUNE - 12 JULY 2015

NEWS   SCORES & SCHEDULE   DRAWS   PLAYE

TICKETS   VISITOR A-Z GUIDE   ABOUT WIMBLED

IBM. Watson Tournament Dashboard

⊕ Predictive Cloud   ⊕ Algorithm Impact   ⊕ Watson Impact
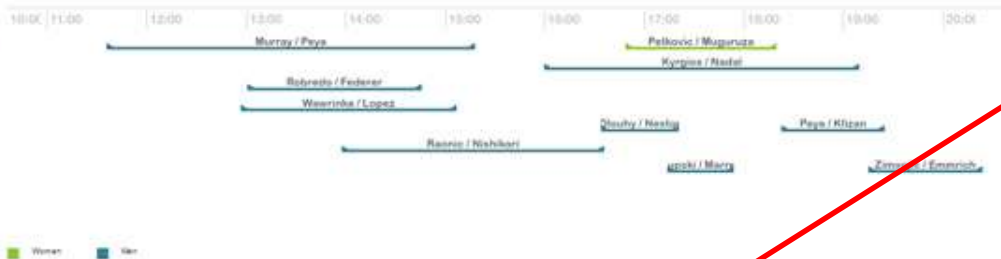
Tweet Velocity: 4   Log Velocity: 10

SCHEDULE OF PLAY

PLAYER IMPACT

TRAFFIC

Instance Time Saved   Traffic
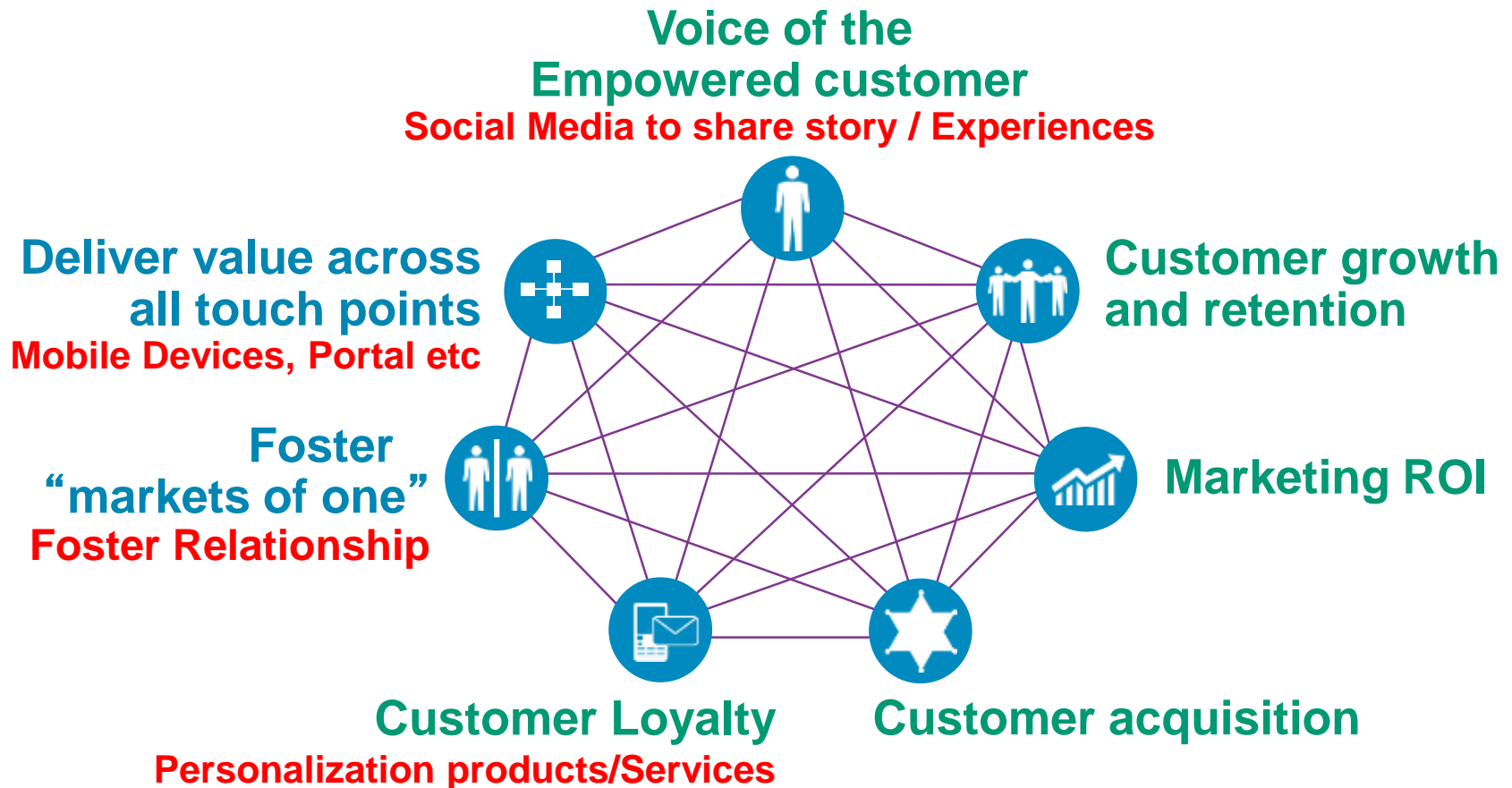
Use **Analytics** to **Forecast** Access **Demand** Hence Adjust **Cloud Usage**

Forecast

300000
200000
100000
0

Since 2008
- 45% more users
- 35% cheaper per user

⏱ Instance Hours Saved   ▮ Predicted Traffic   ▮ Actual Traffic   ▮ Capacity

How To Maximize Client's Experience & Growth ?
Starting with the Customer Focus

**Voice of the
Empowered customer**
Social Media to share story / Experiences

**Deliver value across
all touch points**
Mobile Devices, Portal etc

**Customer growth
and retention**

**Foster
"markets of one"**
Foster Relationship

Marketing ROI

Customer Loyalty
Personalization products/Services

Customer acquisition

*Client's behavior is dynamic changing despite efforts in
Sales, Marketing and Customer service*

IBM Predictive Customer Intelligence
Delivers intelligence to marketing and operational systems

Big Data

WHAT?
Behavioral data
- Orders
- Transactions
- Payment history
- Usage history

WHO?
Descriptive data
- Attributes
- Characteristics
- Self-declared information
- Geographic demographics

HOW?
Interaction data
- Email & chat transcriptions
- Call center notes
- Web clickstreams
- In-person dialogues

WHY?
Attitudinal data
- Opinions
- Preferences
- Needs and desires

IBM Predictive Customer Intelligence

- Acquisition models
- Campaign response models
- Churn models
- Customer lifetime value
- Market basket analysis
- Price sensitivity
- Product affinity models
- Segmentation models
- Sentiment models
- Up-sell / Cross-sell models

Predictive Customer Intelligence available both inbound (real-time) and outbound (batch)

Enterprise Marketing

- Campaigns
- Offers
- Messaging
- Lead Management
- Cross-channel Campaign Mgmt
- Real-time Marketing
- Marketing Event Detection
- Digital Marketing

Multi-channel Customer Interactions

- Web
- Interactive Voice Response
- Mobile apps
- Short Message Service
- Social media
- Chat
- Voice
- Email

Customer Success Stories
Using IBM Predictive Customer Intelligence

XO communications

reduce customer churn with predictive models

50% reduction

in customer churn

$9M - $13M

projected additional annual revenue

Decreased number of service agents

while maintaining the service levels

5 months

investment recovery period

C spire wireless

optimize cross-selling and prevent churn

270% increase

in cross-sales of accessory products

50% increase

in effectiveness of customer retention campaigns

Increased satisfaction

by creating a more personalized customer experience

Excellent buy-in

from front-line crew

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Thank You