

# **Exceptional Digital Experience – Rethinking Customer Engagement**

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*Market Trends are Forcing a Higher Level of*  
**Engagement** *with Customers, Employees and*  
*Citizens*



**Mobile**

**90%**

of mobile users  
keep their devices  
within arm's reach.



**Analytics**

**84%**

of businesses  
today are using  
web analytics.



**Rich Media**

**90%**

of web traffic will  
be video by 2014.



**Social**

**81%**

of purchasers get  
advice from their  
social network.



# Spawning a new kind of **consumer** behavior

**1.5 Billion**  
“word of mouth”  
impressions each day

- ✓ 72% of adults are social networkers
- ✓ 58% used on-line coupon or promos
- ✓ 88% go on-line before visiting stores
- ✓ 55% share buying experiences
- ✓ 61% research other buyer experiences
- ✓ 50% purchase on word of mouth
- ✓ 400% ↑ getting referrals from advocates

**100** brand advocates  
can reach **60K** people

- Now, everyone has their own printing presses
- Now, brand attributes are not business defined
- Now, harvesting knowledge is as easy as “123”
- Now, mass personalization is a new currency
- Now, customers can pay you to sell your products
- Now, new brand advocates trump new clients

**Fusing** *new kinds of consumers with new ways to work has never been more important*



**Sprawling, disconnected workforces lacking client-centricity and a unified voice is enemy #1**

# Businesses will need to **Think** differently

**Business Processes**



**Personalized Experiences**



**Structured Organization**



**Collaborative Networking**



**Closed Initiative**



**Collective Knowledge**



**Business Data**



**Analytical Listening**



**Organize Workforces**

**Create Value**

**Drive Demand**

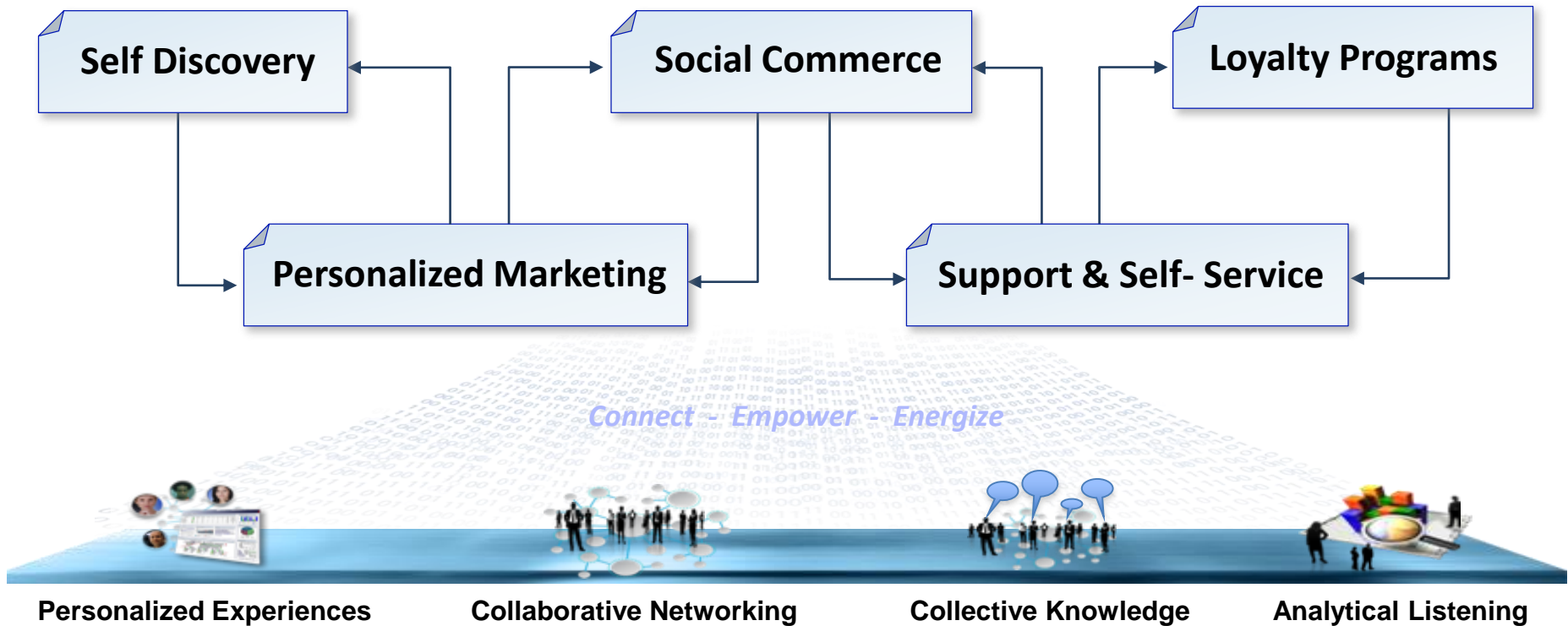
**Sell to Customers**

**Support Customers**

*Re-Inventing the Traditional Linear Business Lifecycle*

# Exceptional customer experiences

- Deliver relevant, personalized experiences to prospects & clients
- Transform client facing processes to be simpler, quicker and integrated
- Provide expanding value by creating knowledge sharing communities
- Gain behavioral insights to shape individual, community and business outcomes



Personalized Experiences

Collaborative Networking

Collective Knowledge

Analytical Listening

# Requiring an **openly** customizable platform



*Passionately Engaged*  
**Workforces**

*C-suite, HR, Finance Leaders*

*Exceptional Customer*  
**Experiences**

*Mktg, CRM, Sales, Support Leaders*

*Community Inspired*  
**Innovation**

*Product-line, Services, ICS Leaders*

*Business Customized Applications and Content*

## Social Business Platform



Personalized Experiences



Collaborative Networking



Collective Knowledge



Analytical Listening

# IBM capabilities for **Social Business**



HR

Finance

Marketing



Sales

Support

LOB



Development



Operations

Mayors



*Business Transformation Services by Industry*

*Passionately Engaged*  
**Workforces**



*Exceptional Client*  
**Experiences**



*Community Inspired*  
**Innovation**

## **Employee Experience**

Source talent with social networks and streamline on-boarding & enablement

## **Employee Empowerment**

Improve productivity, engagement, collaboration and knowledge sharing

## **Workforce Loyalty**

Identify critical issues and address them with speed. Analyze needs & innovate.

## **Digital Marketing Innovation**

Improve prospecting with unified analysis, campaigns & lead mgmnt

## **On-line Sales and Service**

Energize new and repeat sales with personalized, on-line shopping. Respond to issues faster, delight customers & create brand advocates

## **Digital Experiences & Portals**

Delivery personalized, highly engaging experiences for clients, prospects, partners and influencers.

## **Crowd Sourcing**

Involve clients early and often improving product value, quality and revenue returns

## **Continuous Delivery**

Speed product innovation, time-to-market and talent sourcing with DevOps

## **Talent Sourcing**

Improve the ability to seamlessly source contractor or outsourced skills.

**Social Business Platform**



# City Forward

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Now you can upload and visualize  
your own datasets on City Forward!



**Explore**

Discover what other City Forward users are doing and explore the data catalog.

**Create**

**City Stories**

*View what other City Forward users have already created.*

**Collaborate**

**Learn**

**Data Catalog**

*Browse available datasets.*

**Search**

*Enter keywords to quickly find content.*

view

browse

Search City Forward



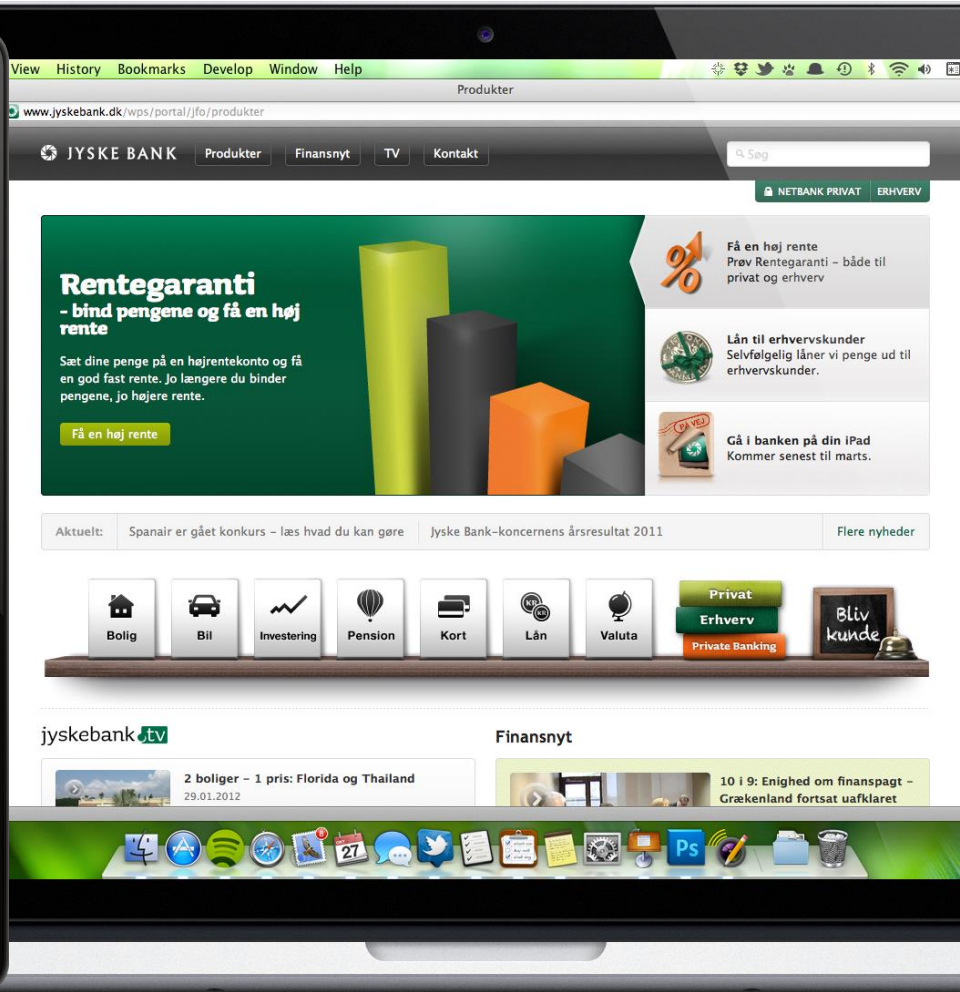
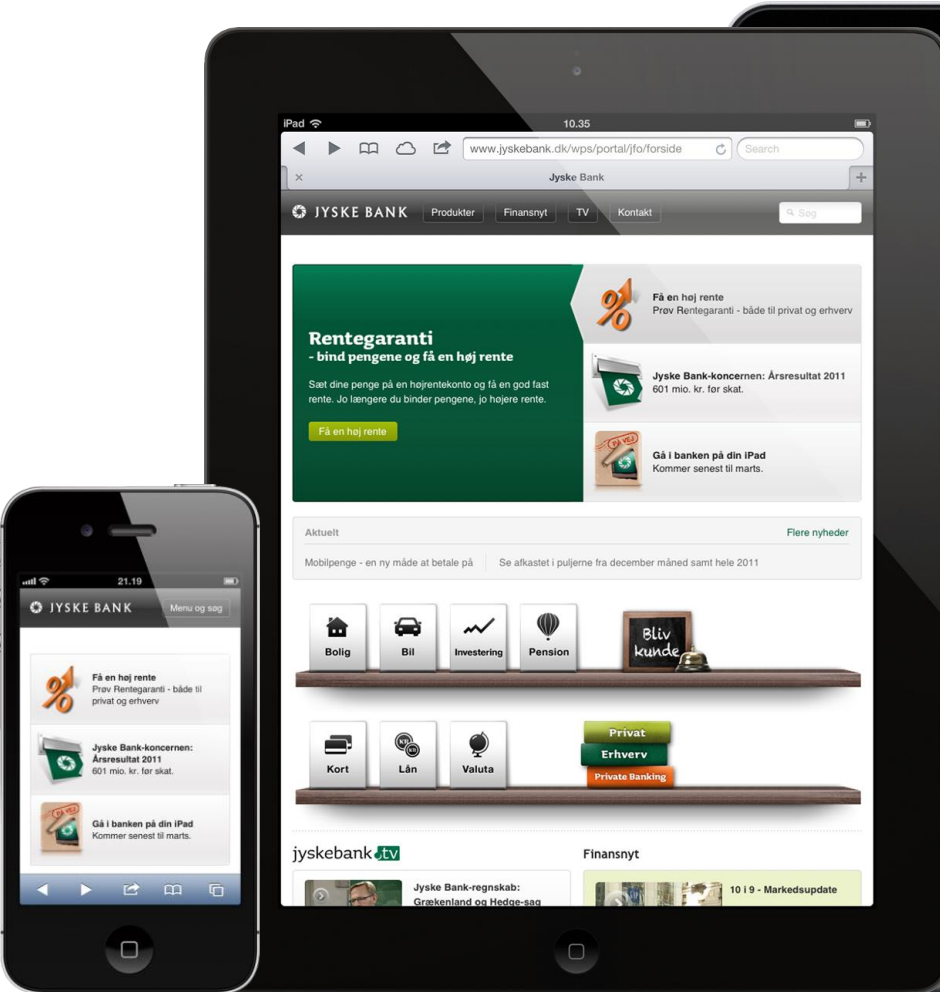
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**Gioca con Scooby Doo!**



Le nostre **Promozioni**





What are you looking for  Search

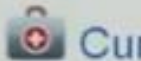
Home > My Healthcare World > Health Overview

# Health Overview

Current

My Communities Public Communities

Join



I'm a Member

I'm an Owner

The following

I'm Following

## My Communities

Start a Community

Health Issue

Diabetes insip

- Select a Diagnosis
- Select a Diagnosis
- After the Cancer Experience (ACE)
- AIDS/HIV (ARMS)
- Allergy and Immunology
- Asthma
- Audiology
- Autism**
- Cardiology
- Cardiothoracic Surgery
- Center for Cancer and Blood Disorders
- Cochlear Implantation
- Craniofacial Surgery
- Cystic Fibrosis
- Dentistry
- Dermatology
- Diabetes
- Diagnostic and Consultation Clinic
- Dialysis
- Down Syndrome

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Date Popularity Name

### Surgery

Updated by CSNAdminU18 Amanda\_McCook | Dec 1 2011 | Tags: plastic\_surgery

Join the Plastic Surgery Community. Your membership will give you an opportunity to share your thoughts, ideas and experiences with other members of the Plastic Surgery Center.

### ketonuria

Updated by CSNAdminU18 Amanda\_McCook | Dec 1 2011 | Tags: phenylketonuria

Join the Phenylketonuria Community. Your membership will give you an opportunity to share your thoughts, ideas and experiences with other members of the Phenylketonuria Center.

Personal Hot view

# Reach Beyond Your Website by Providing Exceptional Digital **Experience**

## **Empower**

Putting the customer in charge

## **Compelling**

Matching and exceeding expectations

## **Consistent**

Regardless of your device

## **Relevant**

Knows who you are and what you're doing



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

**Thank You!**

