

How IBM Incorporates 'Win/Loss' into Continuous Customer Insight

April 3, 2019

Proven ROI for Win/Loss is why many companies use it to gather meaningful client feedback



WIN/LOSS INTERVIEWS...

- Applicable to nearly every discipline in the organization
- Identify clear customer motivation / rationale
- Provide cathartic outlet for customers
- Deliver non-selling touch point to enforce your brand

Win/Loss at IBM gathers product-centric client feedback owned by a cross-discipline team focused on actions

DESIGN PRINCIPLES



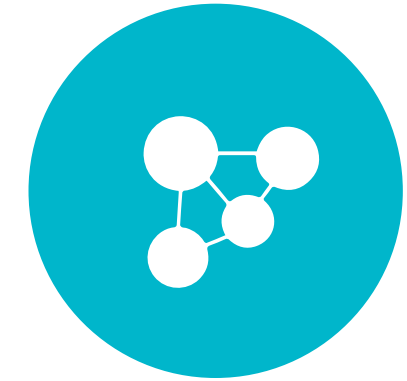
**Gathers Direct
Client Input**



Product-Centric

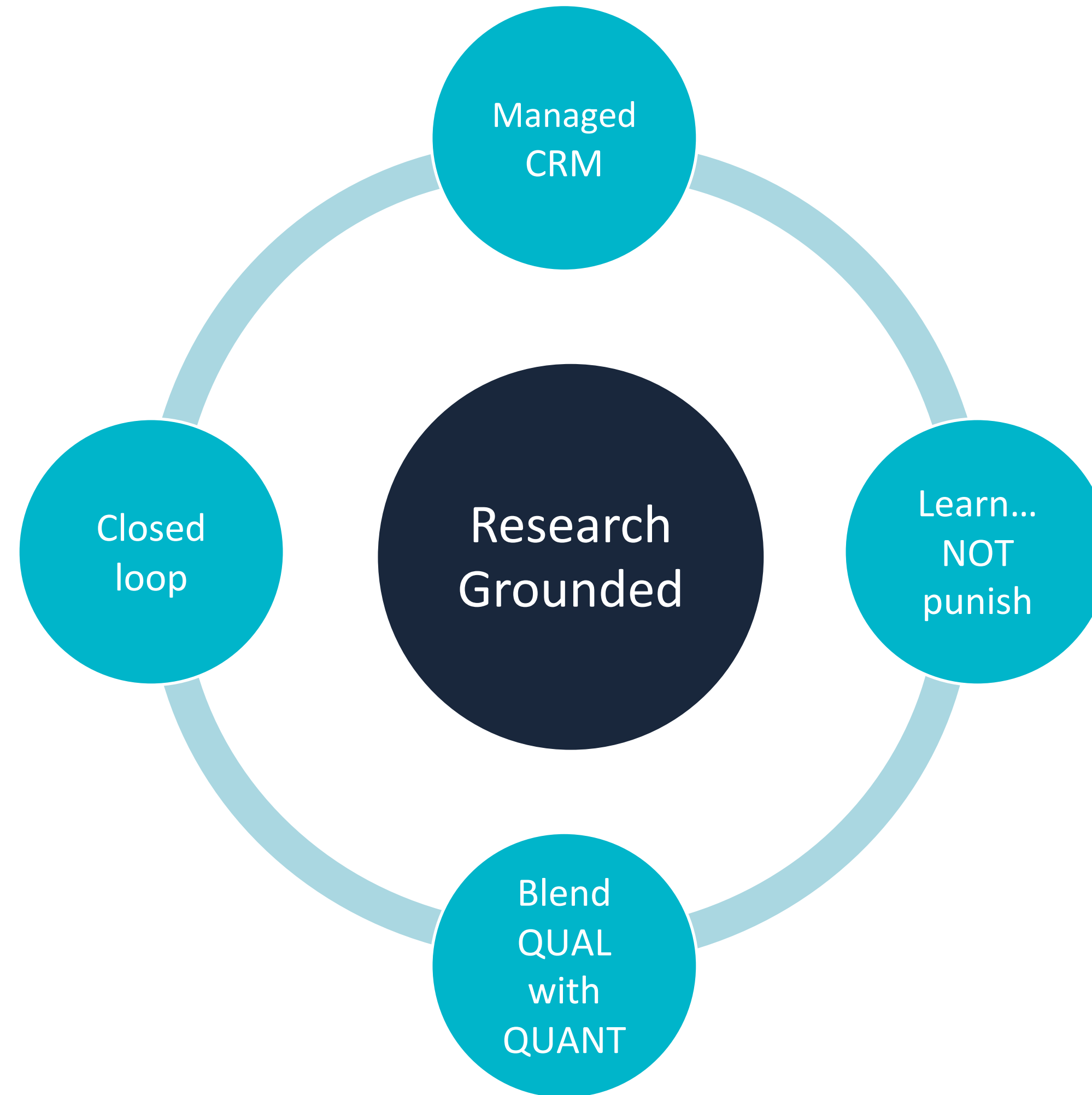


Owned by BUs



As A Service Model

Best practices focus on visible communications and **ACTION**

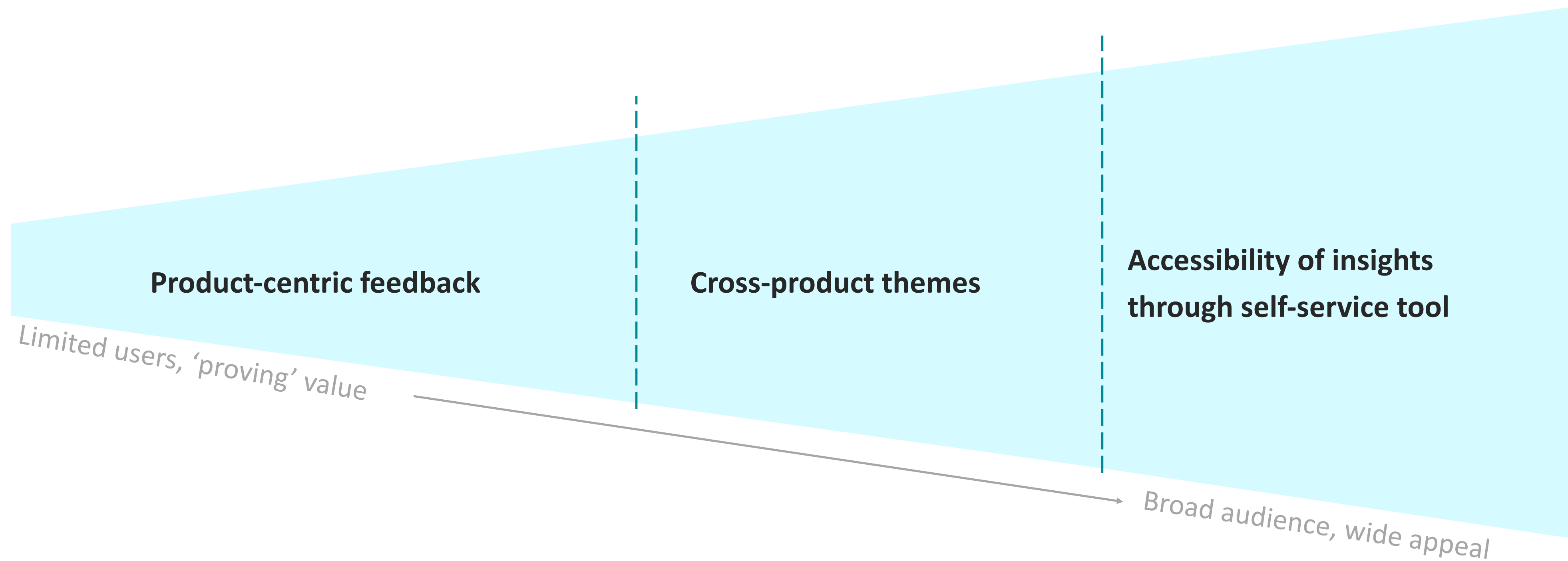


Win Loss Myths - DEBUNKED

- **ONLY 'losses'** matter
- **Sales people can get this information** directly
- Customers will not be **honest** with us
- **Quantitative surveys** get us ALL that we need
- **Trends** are more insightful than individual interviews

Win/Loss continues to scale, reaching a broader audience and increasing value to the business

WIN/LOSS JOURNEY



Client feedback is summarized in three deliverables – with user interface for ‘mining’ results

INTERVIEW SYNOPSIS
Synthesized, consumable version of
Interview Summary
1 page overview, interview (PPT)
Interface for filtering, extracting specific content

WIN/LOSS PROGRAM

Win/Loss Interviews

Offering (All) Account Name (All) Industry (All)

Outcome (All) Account Coverage (All) Country (All)

Winner (All) IBM Incumbent (All) Interview Date (All)

BP Involvement (All) Deal Size (All) Decision Date (All)

Search Client Comments
(Use commas to separate multiple terms - up to five)

Results Counter = 460
(# of available interviews; 100 most recent in table below)

Reset Filters
(Will not impact search)

Outcome	Offering	Account name	Deal size	Industry	Country	Decision date	Summary	Synopsis	Audio
		Client:					Also, the fact that our hardware and software versions would now support the all-flash array, we had to buy new, we decided to take a look at that.		

QUESTIONS / COMMENTS

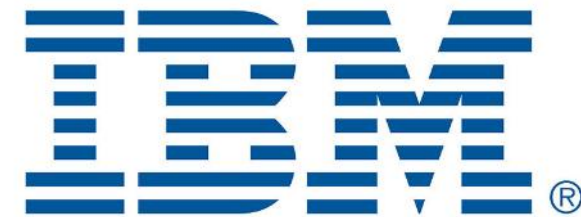


Stephanie Torto

Program Manager, Market Development & Insights, Corporate Win-Loss Program

stetorto@us.ibm.com

1-781-218-2838



Mike Nash

President

mnash@ksrinc.com

1-315-470-1350

