

IBM Watson
Marketing Insights

Transforming the role
of the marketer — with
cognitive insights

Watson



In our hyper-connected, socially networked marketplace, meeting customer expectations is more critical than ever.

Did you know that:

- Eight out of 10 consumers use a computer, smartphone, tablet or in-store technology when shopping?¹
- 95% of customers who prefer digital channels expect the same or higher levels of service when they interact with non-digital channels?²
- Customers who engage through a variety of channels drive 3x the volume of sales and more than 2x the margin of store-only customers?³
- Once a customer has switched away from a brand, 68 percent will not go back?⁴

SOURCES:

- 1.<https://insights.mastercard.com/omnishopper/#/chapter/1/slide/6>
- 2.https://www.accenture.com/t00010101T000000_w_gb-en/_acnmedia/Accenture/Conversion-Assets/DotCom/Documents/Global/PDF/Dualpub_24/Accenture-Strategy-GCPR-Fast-Fickle.pdf#zoom=50
- 3.https://www.accenture.com/t00010101T000000_w_gb-en/_acnmedia/PDF-10/Accenture-Strategy-GCPR-Digital-Profitability.pdf#zoom=50
- 4.<https://www.accenture.com/us-en/insight-digital-disconnect-customer-engagement>

To stay one step ahead,
you have to understand,
anticipate, and take
swift, effective action.



Watson Marketing Insights is a win-win for your customers and your organization.



Providing the total customer experience begins with Watson Marketing Insights.

Infuse customer insight at the front line: enable your marketers to conduct informed engagements with their customers.

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Stay engaged with your customers: establish which customers have declining levels of engagement so you can remind them of the value we can offer.

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Providing the total customer experience begins with Watson Marketing Insights.

Give VIP customers the treatment they deserve: identify customers with a high lifetime value and differentiate how you engage with them.

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Providing the total customer experience begins with Watson Marketing Insights.

Anticipate problems and resolve issues proactively: understand the drivers of disengagement and attrition so you can step in to alleviate the causes and mitigate the effects.

So what's different?

Benefit from built-in, powerful, tailored analytics.

- Dynamically updated data and powerful analytics provide a “finger on the pulse” of your customers, so you can **segment in meaningful ways**.
- Insights are based on preconfigured, cognitive analytics to provide focus—**no more analysis paralysis**.
- **Priority target audience lists** are surfaced for speedy action-taking. The **interface is intuitive and interactive** so you can dive deep, explore and refine your target lists.
- Find what you are looking for—**and discover the answers to your “why” questions**.
- Cloud delivery means that **as your customer insight maturity and curiosity grow—so does the solution's capabilities**.

IBM Watson Marketing Insights empowers the marketer to take swift action.

Extend the benefits of your systems of customer engagement.

You don't have to be a statistician to benefit.

- New insights are revealed in a visual and contextual way.
- The analytics are tailored to your customer engagement objectives.
- Outputs can feed straight into IBM Watson Campaign Automation or IBM Universal Behavior Exchange for optimal efficiency.
- Continuously adapt to customer preferences and behavior over time to keep them engaged with your brand.

Optimize the customer experience for your organization.

Meet your most important customer-related KPIs.

In addition to helping increase customer satisfaction, you can expect to:

- Identify new revenue opportunities.
- Grow customer lifetime value.
- Improve retention rates.
- Reduce the time spent on analysis to focus more on campaign strategies for a higher ROI.

How XO Communications transformed its approach to customer retention

Using IBM customer analytics solutions, XO was able to significantly reduce churn and gain millions in savings per year.⁵

Objectives:

- Reduce customer churn and protect existing revenues.
- Retain existing customers.
- Improve customer service without hiring more client service managers.
- Improve customer intelligence insights with a predictive framework.

Outcomes:

- Gain new insight into the behavior of thousands of small and medium business customers.
- Identify customers at high risk of changing providers in order to intervene and retain.
- Prioritize CSR workload, enabling each manager to monitor up to 400 individual accounts.
- Virtually eliminate third-party costs.

SOURCES:

5. <https://www.youtube.com/watch?v=9PXA3k249E0>

The next step in total customer engagement

Watson Marketing Insights helps your organization build a foundation for successful, profitable marketing programs and customer service engagements that can help you attract and retain profitable customers and maximize customer lifetime value.

[Learn more about IBM Watson Marketing Insights](#)



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