

The Future is Mobile Omni-Channel

Why point solutions are set for failure

© 2015 IBM

About the Speaker



Dan Gesser is a Global Mobile SME for IBM Customer Engagement Solutions. He has extensive experience working with CMOs, CIOs, e-Commerce, and CRM executives in many of the largest and most innovative companies in the world.

Please Note:

- iPhone is a trademark of Apple Inc. The content of this presentation is not supplied or reviewed by Apple Inc.
- All articles, images, logos and trademarks in this site are property of their respective owners
- IBM's statements regarding its plans, directions, and intent are subject to change or withdrawal without notice at IBM's sole discretion.
- Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision.
- The information mentioned regarding potential future products is not a commitment promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract.
- The development, release, and timing of any future features or functionality described for our products remains at our sole discretion.
- Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.

Today’s Agenda



30 min Mobile Disconnects Presentation



20 min Interactive Discussion



5 min Conclusion

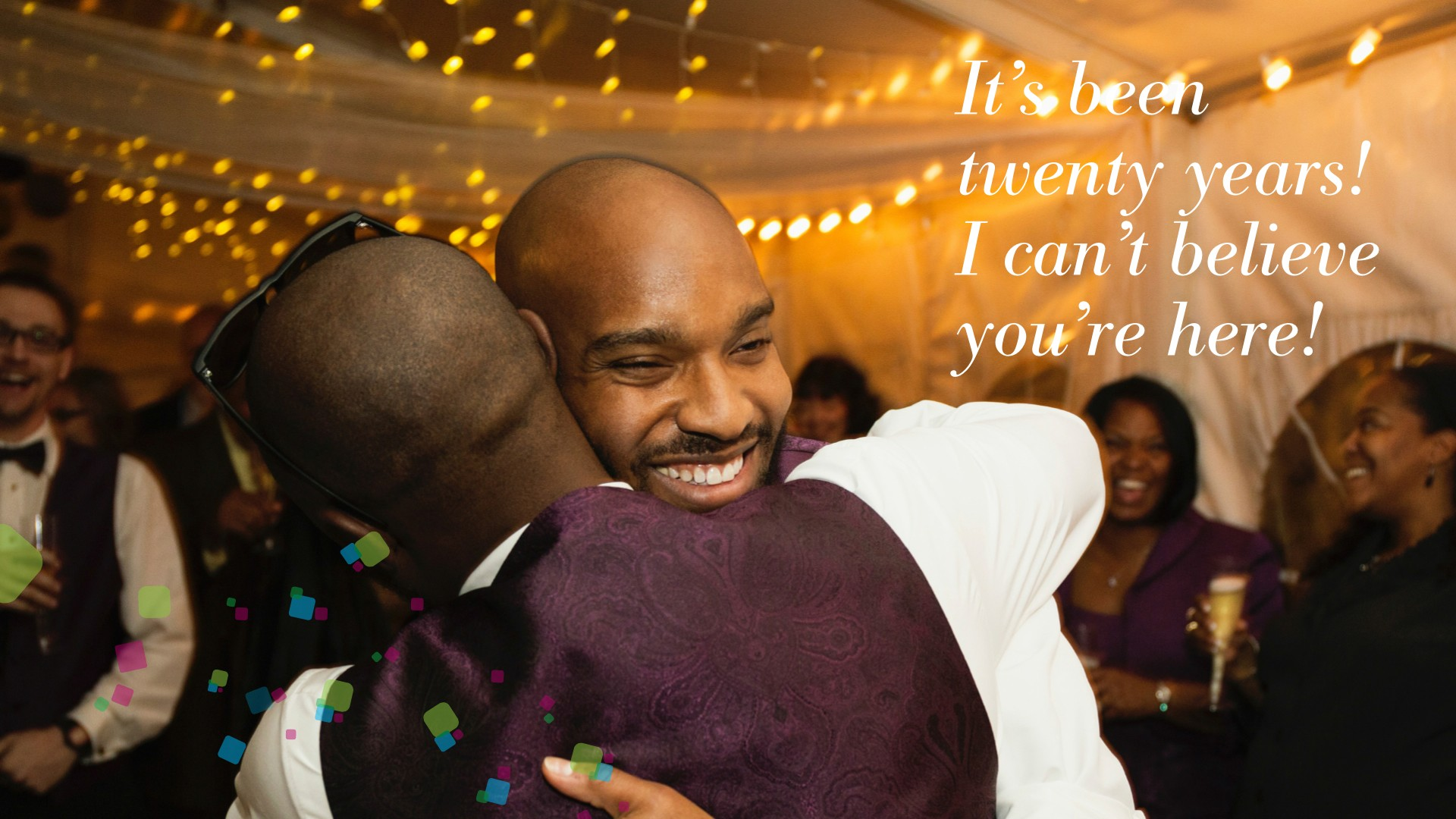


5 min Q&A

Serendipity

When seemingly unrelated events come together to give us *a perfect moment.*


OMG!
That's my song!

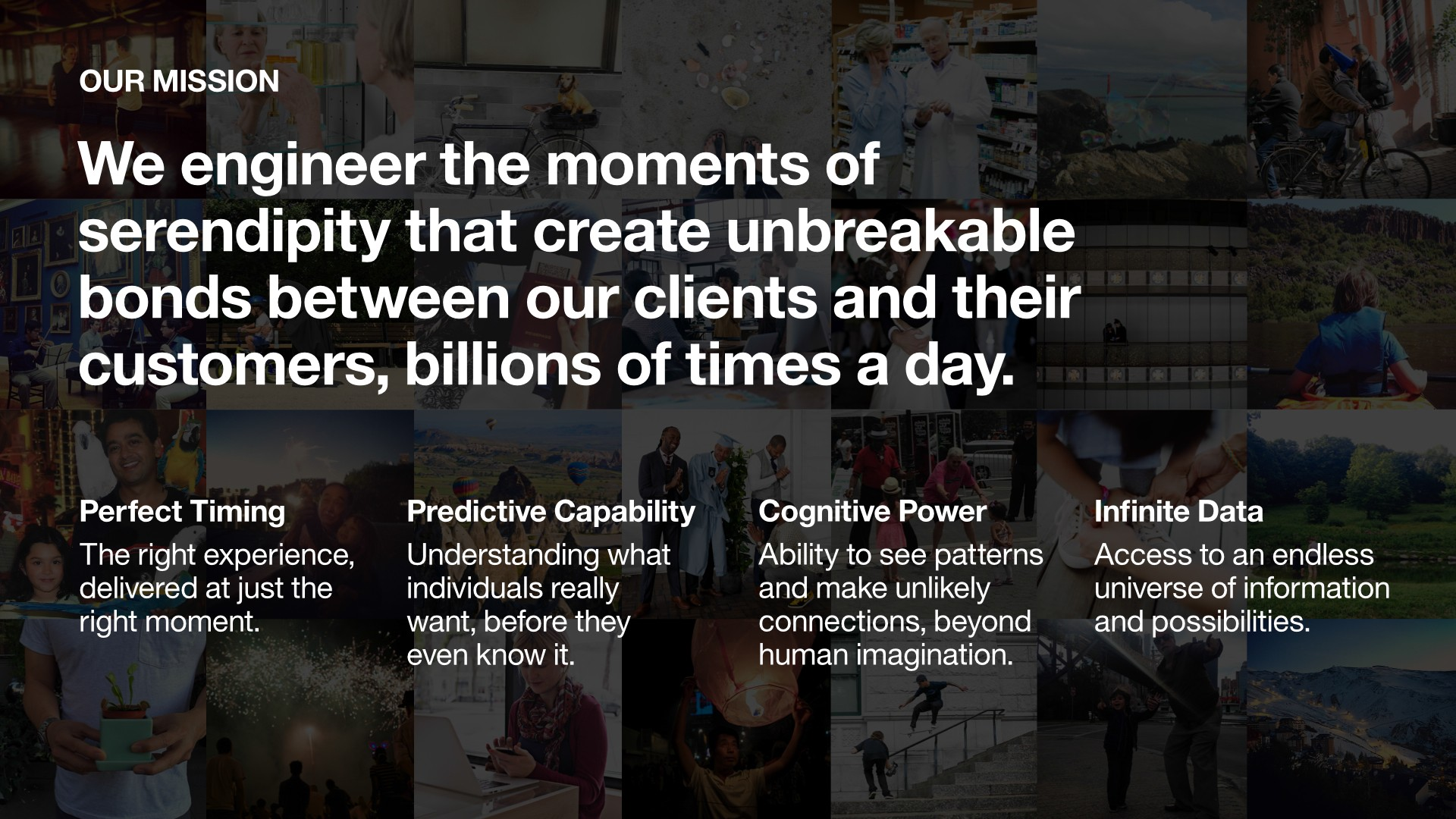

It's been
twenty years!
I can't believe
you're here!

These are moments that happen by chance.

They make the mundane *magical.*

The everyday *memorable.*

Imagine if serendipity could happen *by design.*



OUR MISSION

We engineer the moments of serendipity that create unbreakable bonds between our clients and their customers, billions of times a day.

Perfect Timing

The right experience, delivered at just the right moment.

Predictive Capability

Understanding what individuals really want, before they even know it.

Cognitive Power

Ability to see patterns and make unlikely connections, beyond human imagination.

Infinite Data

Access to an endless universe of information and possibilities.

The customer journey ~~is changing~~ has changed

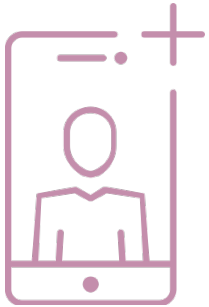
50-80%
of the buying process is done before you speak to your consumer



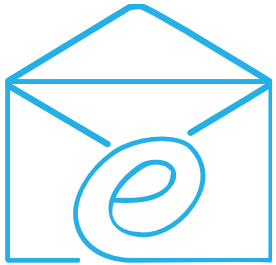
Online
traffic and **sales**
are increasing



Mobile
and **social engagement**
are up



Email
remains preferred channel of most consumers





Customer expectations are rising

56% of customer interactions happen during a multi-event, multi-channel journey[1]

[1]McKinsey 2013 | Customer Journey

The Great Customer Experience *Divide*

81%

of companies say they have or are close to having a holistic view of their customers

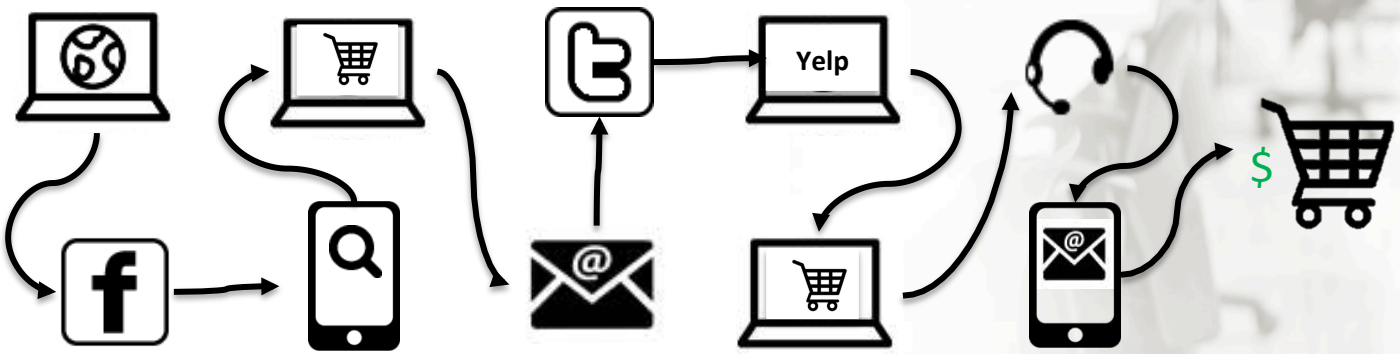
37%

of consumers say their favorite vendor understands them

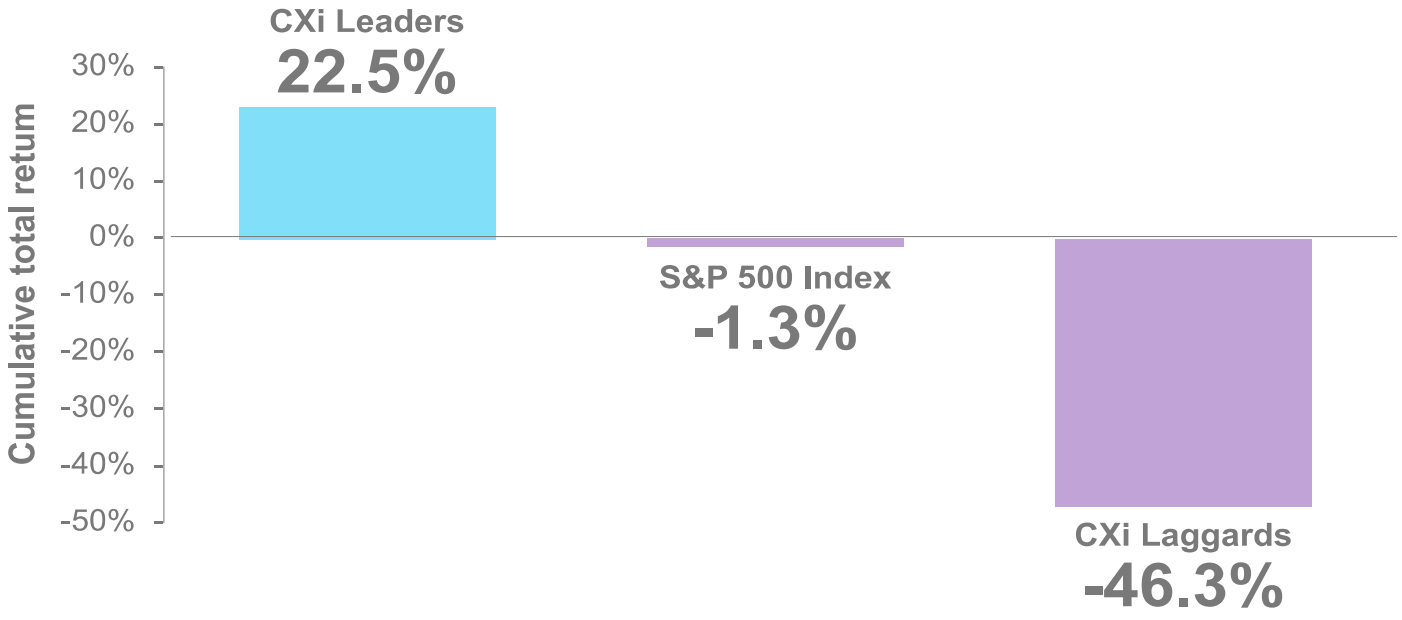


Why does the customer experience gap exist?

Because understanding customers requires seeing their entire journey and connecting the dots is difficult



Customer experience has an impact on the bottom line



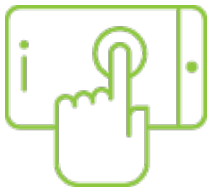
Source: ***Watermark Consulting***

Mobile has the potential to both enable a better experience or disable an experience

Your customer is always mobile.

Mobile is a touch point in all customer journeys today.

It must be orchestrated with the overall customer experience.



This is me…

Highly motivated and entrepreneurial executive with both startup and large company experience



Dan Gesser
Global Mobile Engagement SME at IBM

Demographics

- Mid 30s, Married
- Male business professional
- Just bought first suburban home in NJ
- Works in NYC
- Two sons, Reuben and Alex (4 years old and 4 weeks old)
- Holds an MBA

Psychographics

- Competitive persona
- Enjoys sports as a fan
- Family-oriented
- Likes to make smart purchase/travel/life decisions

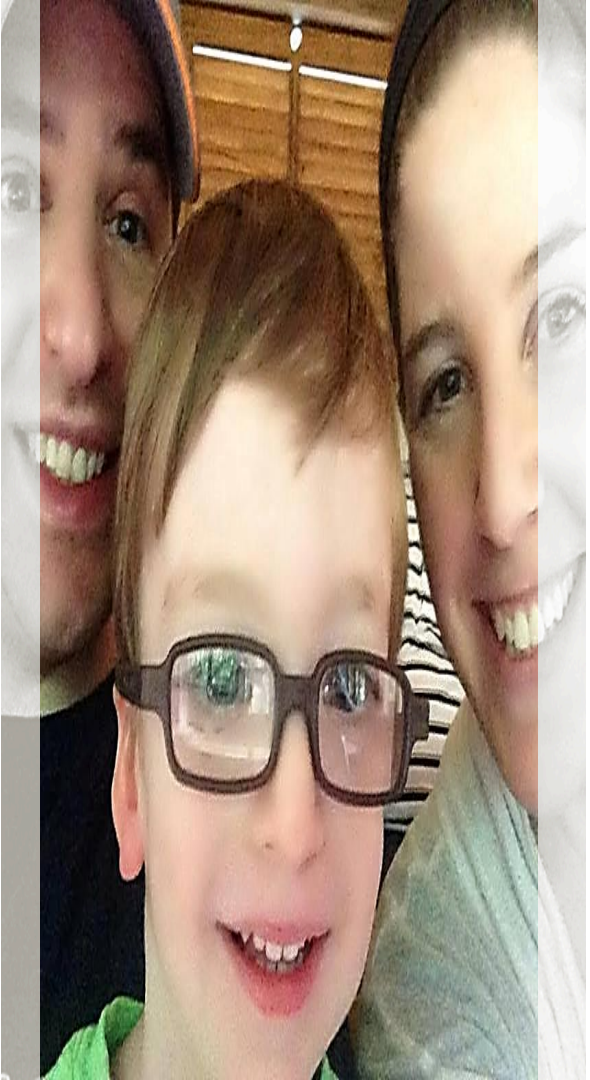
Buying Habits

- Too busy to do significant research before making a purchase
- Seeks out trusted sources of information
- Spends time on mobile web sites and apps
- Uses smartphone for everything

Content & Messaging

- Emphasis on family
- Checkout must be quick
- Conversion goals = Sign up for email, download mobile app and push notification opt-in

…and this is my journey







Dan's Potential Journey

Social

Avid user of Social

App

Installs the App & receives Push Notifications with relevant offers

Email

New email re-engages him with Loyalty Points offer

In-Store Location

Beacons detect proximity. Dan receives Push Notifications with relevant news and offers



Mobile Web

Receives Web Push Notification, joins the Community and abandons

App - Shopping Cart

Clicks on the notification to explore furniture > adds to the cart but could not complete the transaction

E-commerce

Buys furniture on line for pick-up at store

SILVERPOP
An IBM® Company

Zemblanity

The faculty of making unhappy, unlucky and expected discoveries by design[1]

[1] William Boyd in the novel Armadillo (1998)



Houzz provides great consumer content via mobile app with everything needed to improve and personalize homes from start to finish.

© 2015 IBM

Email

View in iOS app | View as web page

houzz Shop Houzz: Hit the Beach

Now that it's hot outside, the beach is the perfect destination for cooling off, working on your tan or picking up design inspiration. Plus, see how to style an open plan home and get inspired by Dutch designer Marcel Wanders' magical style.

When you spend $200 or more, save $30 with the code **SUMMER30** through July 12, 2015.

Unwind With Chic Beachy Bath Style »

Mix undersea motifs with a classic vanity and chandelier for a sophisticated oceanic bath more »





The Magical World of Marcel Wanders »

Add an enchanting fusion of function and fantasy to your home with Marcel Wanders' designs more »

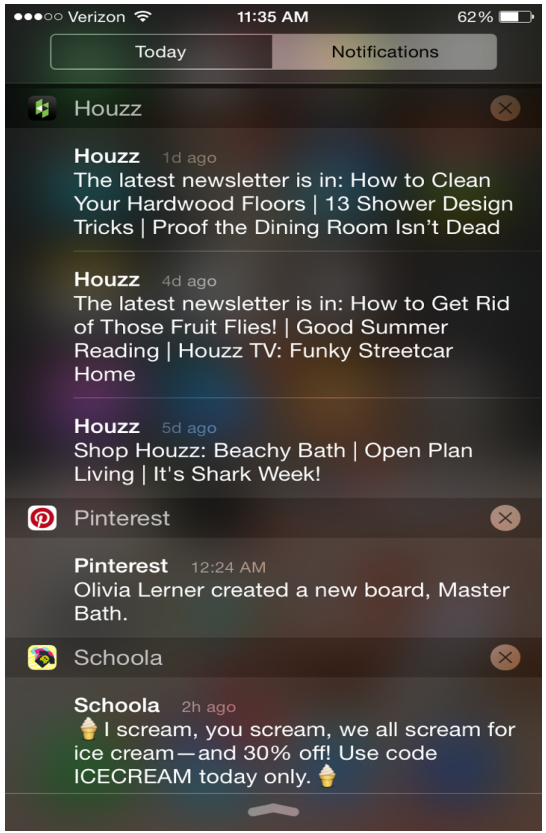




How to Decorate an Open-Plan Space »

Give yourself some breathing room with a flowing, open furniture layout more »

Push With Same Messaging Sent a Few Hours After clicking on Email and Shopping Site/App



The Experience…

The Good

- **5-star mobile app** to find home improvement inspiration on the go.
- **Tools and information** to complete home renovation or decorating project.
- Uses **emails and push** notifications to engage with their audience.



The Gap

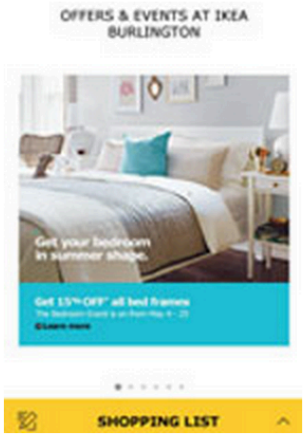
- Content is **not personalized** or relevant (Dan and wife get same content)
- Messages **not orchestrated**, not designed for different channels.
- **Don’t know me because they don’t understand we’ve spoken before.**



IKEA makes shopping in-store easier with their mobile app.

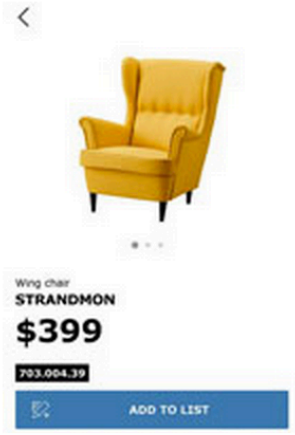
In Store banner, near Exit doors

Shopping at IKEA just got easier with our all-new IKEA Store app.



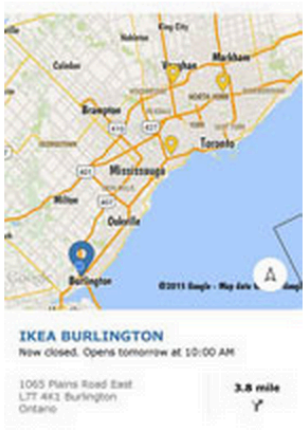
Special offers

Find out about all of our special offers and events in the stores.



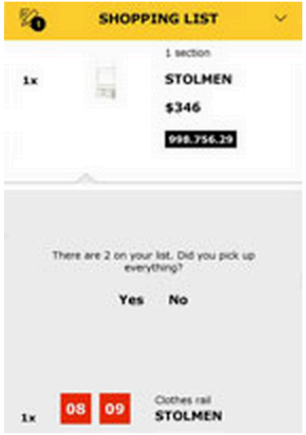
Products

Browse through our range or search for that one piece to complete your new space. Find out prices, sizes, colours and more. Check stock availability and where to pick them up in your local IKEA store.



Stores

Store locations, hours of operation and how to get there. Find your way through the store by using the store plan map.



Shopping list

To create and manage products, simply scan items to tick off from your shopping list. Sync your list with your IKEA account to create and access on the go.

The Experience…

The Good

- Improved **in-store shopping experience** through their mobile app.
- Always **up-to-date information** about products, stores, and special offers.
- **Convenient features** to build shopping lists, compare, and check in-store availability.



The Gap

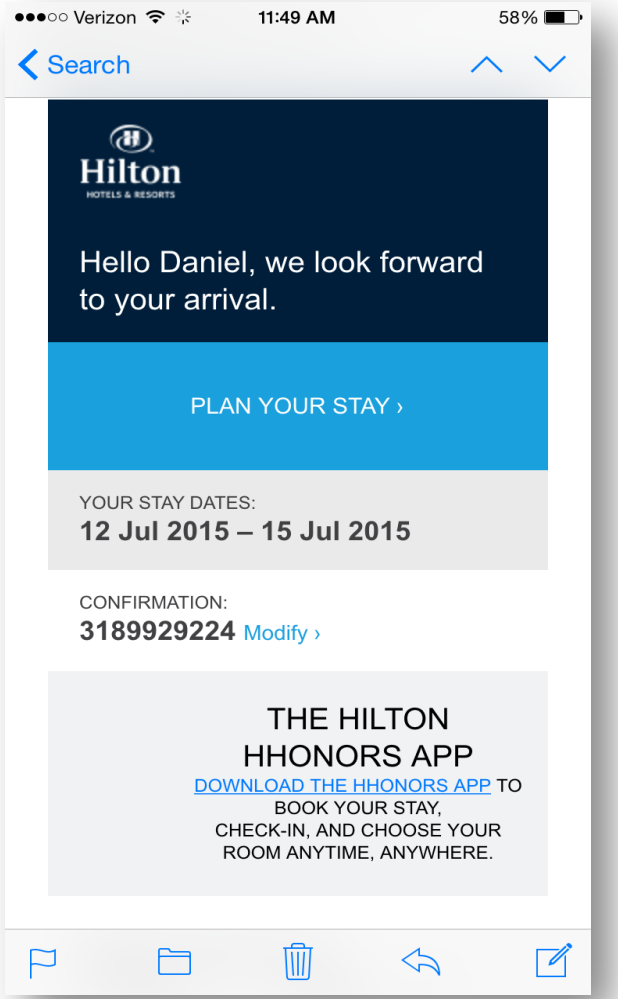
- **Disconnect** as consumer moves between the physical and digital worlds.
- Can't enjoy the new features if you **don't know about the new features**.
- **Not engaging** customers at appropriate intervals.



Hilton enables hotel booking, check-in, room selection and customization via mobile app.

Pre-Stay Email Encouraging App Download, Even Though I've Downloaded/ Credentialed and Checked In Via App Previously

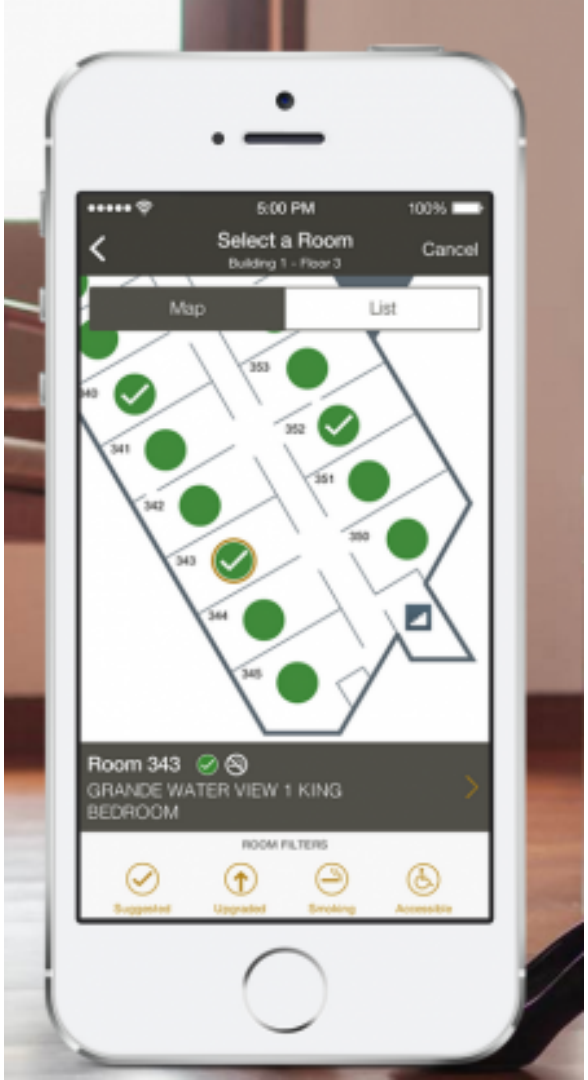




The Experience…

The Good

- Book faster with easy travel **planning tools**.
- **Easy access** to upcoming stays, select room, and check-in from anywhere.
- Great **Loyalty** program.
- **Customize** requests.



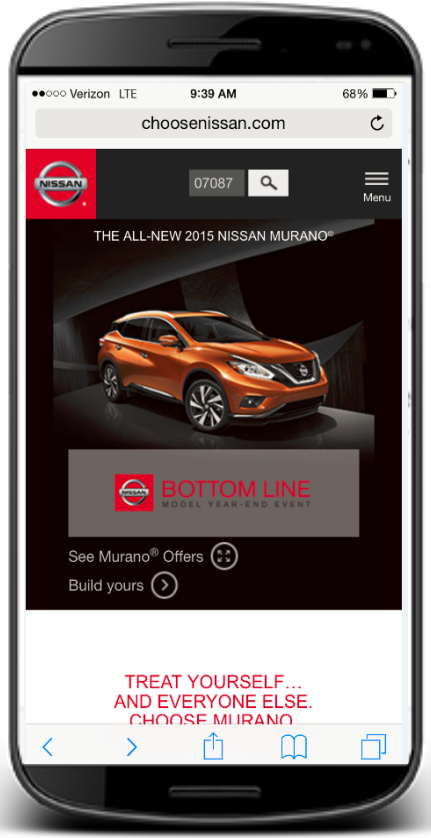
The Gap

- Channel disconnect, **mobile data is isolated.**
- **Lack a single view of the customer** including preferences and behaviors.

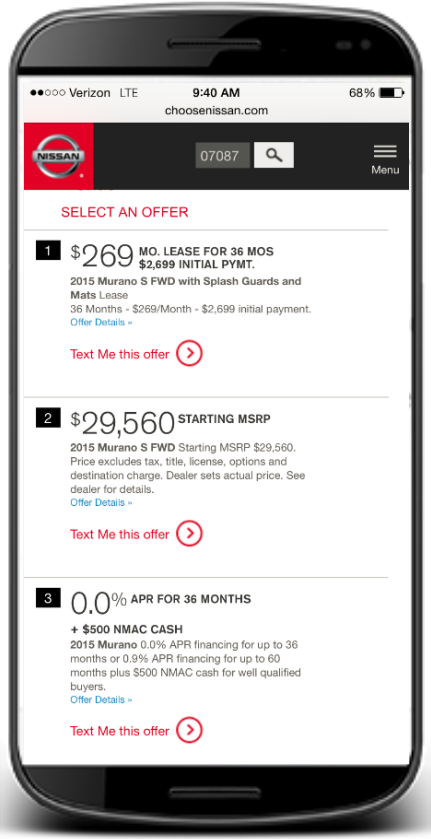
SILVERPOP
An IBM® Company



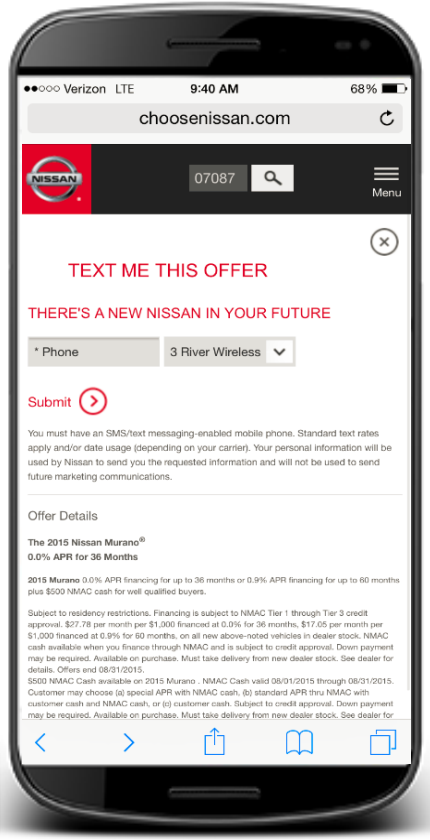
Nissan is driving local car-shopping experiences for mobile website users based on geo-location, native advertising, and customization.



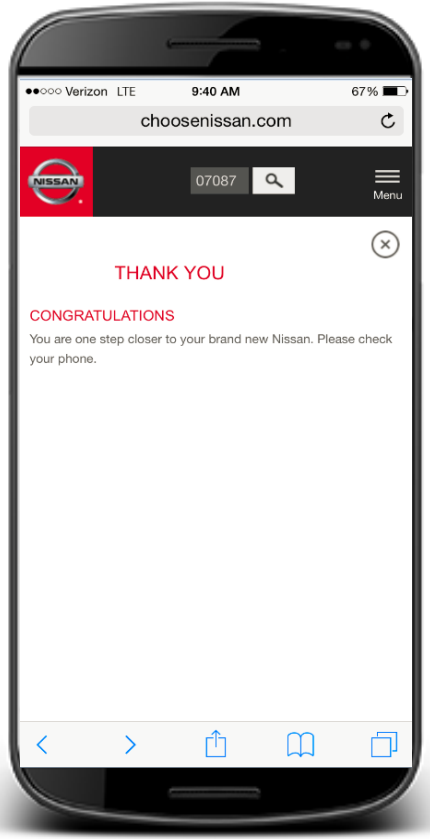
Mobile Web



Offers

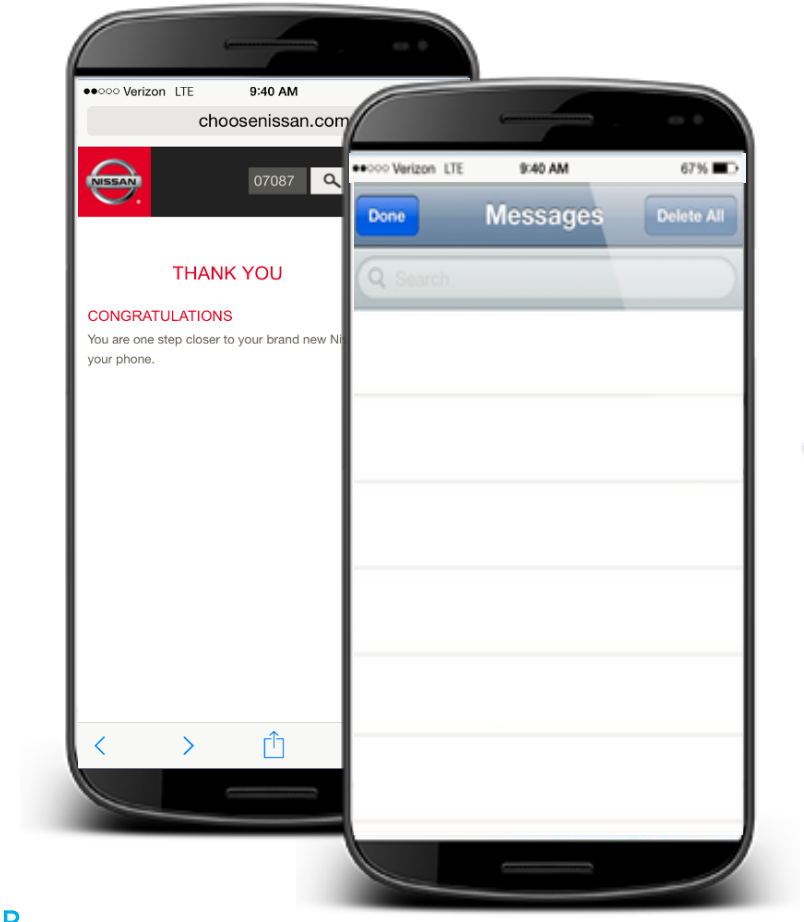


Mobile Text



SMS should be on the way…..

SILVERPOP
An IBM® Company



SMS offer for the car I configured was …

never delivered …

The Experience…

The Good

- **Mobile-friendly content** across digital channels.
- "Shop Now" button inquires **location to provide offers** and a quote from nearby dealers.
- Gives mobile users the **customization capabilities** they want while making the experience quick and easy.
- Integrated Native **mobile advertising,** a popular tactic.







The Gap

- **SMS not sent.**
- **Measurement**. The only way to determine if the SMS campaign is successful or not is by measuring sign-ups and comparing to the number of SMS sent.
- Lack of **follow through**. Sending one message – not delivered – won't keep consumers engaged.

There are some Good Omni-channel examples too…





The beauty of Apple's multichannel customer experience lies in its customer focus, simplicity, and consistency.

Apple bridges physical with digital

- Innovative use of **mobile point of sale** in their stores.
- Staff **serve customers anywhere** in the shop creating a very personal shopping experience.
- Same experience whether you're shopping on the App Store, Apple.com, or in an Apple store.
- **Self-service tools** to empower customers
- Purchase online and pick up at a store is a perfect example of **channels working seamlessly together.**



Apple Store, SoHo
103 Prince Street
New York, NY 10012
soho@apple.com
212-226-3126
DCA License #1164401 & 1164828

www.apple.com/retail/soho

February 05, 2015 05:22 PM

Repair ID: R144156865

SVC,BATTERY,LITH ION $ 129.00
Part Number: 661-5557
Item Warranty Code: OW
No Returns
APPLECARE SUPPORT www.apple.com/support/

Sub-Total	$ 129.00
Tax@8.875%	$ 11.45
Total	**$ 140.45**
Amount Paid Via Visa (A)	$ 140.45
xxxxxxxxxxx5064	
07235D	

R032581765

http://apple.com/legal/sales-support/sales-policies/retail.html
Tell us about your experience at the Apple Store.
Visit www.apple.com/feedback/retail.html

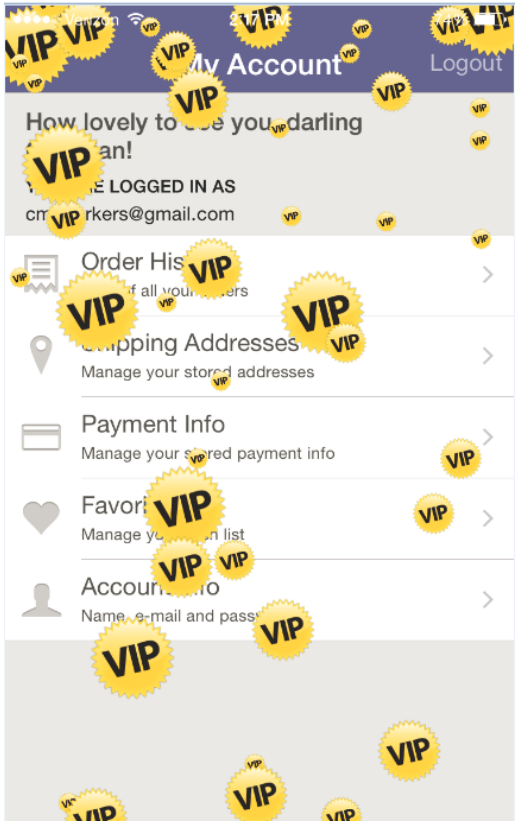
SILVERPOP
An IBM® Company

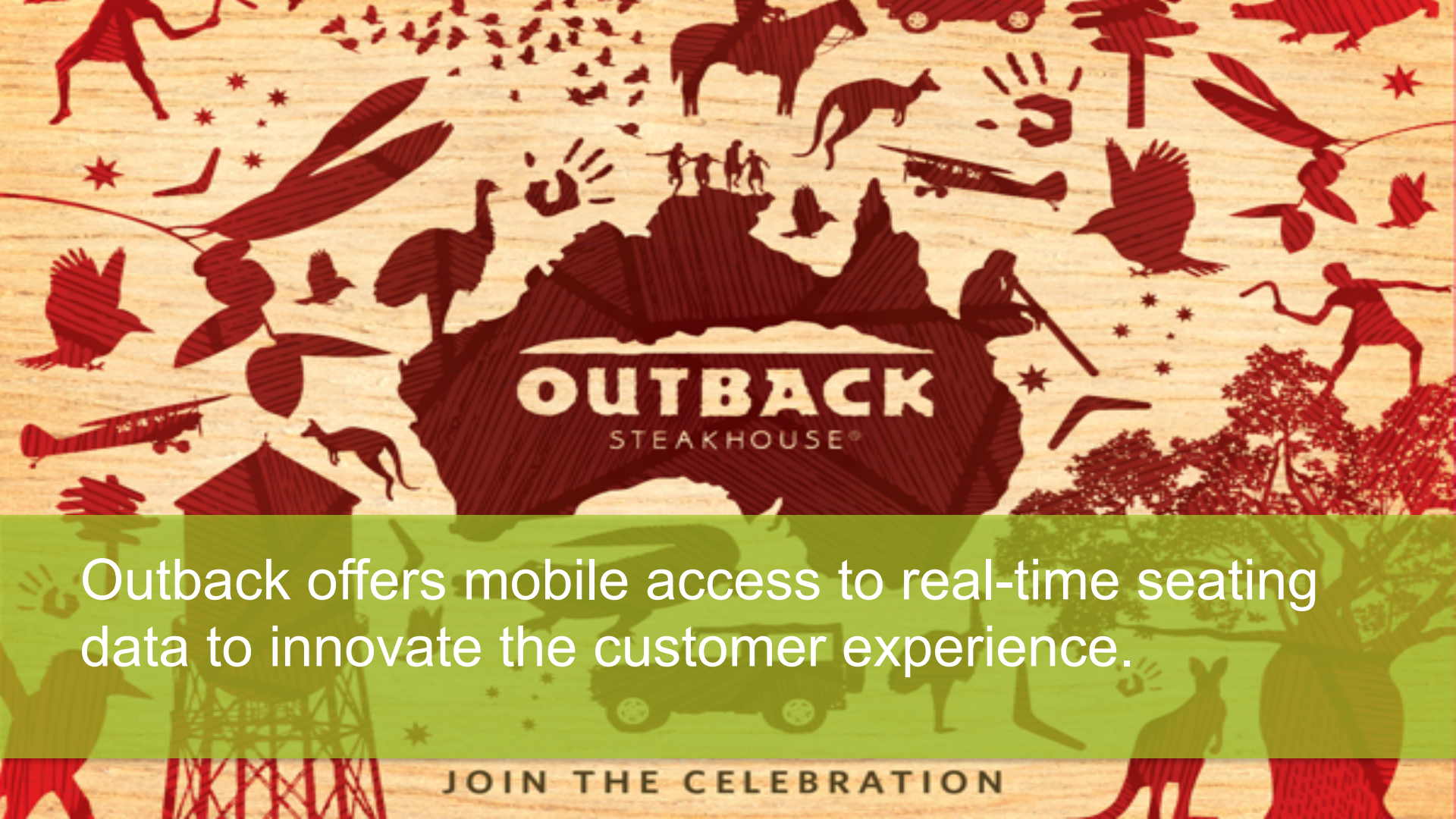


Zappos experiments with new ways to shop, engages and connects with their digital users to make each experience complement other experiences. (and they make you feel good)

Zappos: More than just mobile

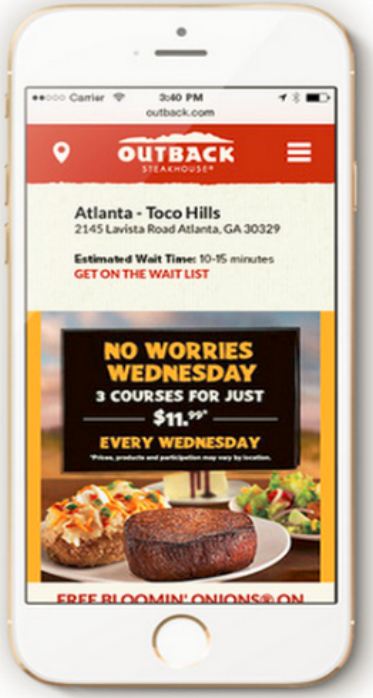
- Mobile app users also qualify for **VIP treatment** and feel **special.**
- Every purchase made on a mobile device guarantees "free next business day delivery", "Delivering Happiness".
- Great **customer service** builds loyalty, repeat business, and profitability.
- Labs focus on solving customers' pain points, and creating compelling and **customized experiences across all channels**.



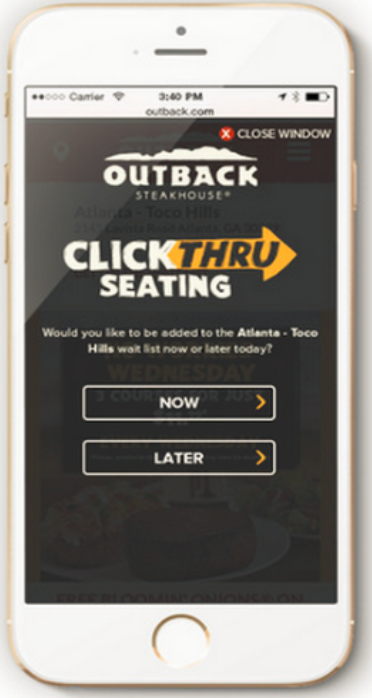


Outback offers mobile access to real-time seating data to innovate the customer experience.

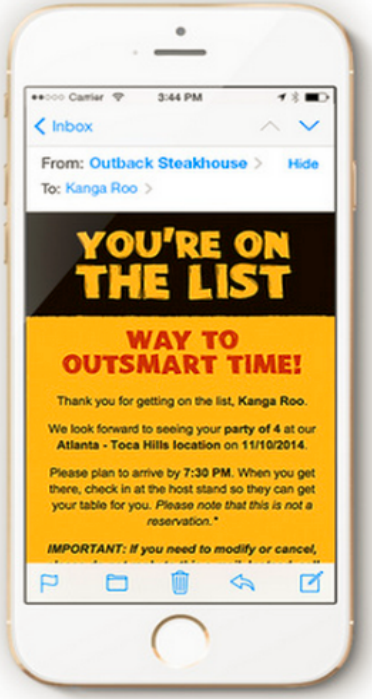
SEE YOUR REAL-TIME WAIT TIME



ADD YOUR NAME TO THE LIST NOW OR LATER



KNOW WHAT TIME TO ARRIVE FOR FASTER SEATING



Outback gives their guests the power to decide plus ultimate convenience to their servers/hosts.

- **Click Thru Seating** - Outback's 365 mobile application and online. - streamlines the reservations and waiting process.
- **Integrated** app, mobile web, SMS with reservation system
- Mobile customers have **complete control and accessibility** to current wait times, from any location.



- **Push notifications offer timed specials or events** taking place at locations nearby.
- **Indoor mobile entertainment** . Guests can learn Australian phrases with the app, or partaking in Aussie trivia.

Put your Marketing Hats On

Let’s walk through this journey and look at how to improve the customer experience.



Our approach for today: Make a Friend(s), Share, Gain Insight

- Introduce yourself to your tablemates: what you do, your industry, company, how mobile/omni-channel are viewed within your company, etc.
- Have group discussion with the people in your table; integrate different industry perspectives.
- Think about your everyday day and how your brand performs, do you offer a pleasant orchestrated (mobile) experience?, where have you failed? where can you do better?

Keep in Mind

- It’s all about me - the customer
- Anything, anytime, anywhere … instantly
- K-I-S-S
- Everything has data
- Customer Interactions should be enjoyable and reinforce the brand
- Sharing is expected and rewarded
- You must gain “customer” permission

How can you deliver a unique, intentional omni-channel experience that meets or exceeds user expectations at each and every interaction point?

The Bad	The Good
Moments of Zemblanity	*Moments of Serendipity*
What are the 5 biggest problems you have meeting customer needs? What do they want? Could mobile be used to fix or make less painful any of these problems? (if not, are there other problems where mobile could help?) Have you already "tried" fixing it? What is stopping you from "fixing" it? Are there other brands inside/outside of your industry that have "solved" these problems? (if so, how did they do it?)	What are a few examples of moments of serendipity for your customers? How could mobility help create more moments of customer bliss? Does your company try to create these moments? (if not, why not?) Are there any examples from competitors or other industries you could use as inspiration? What do they do that you like? What if you had no constraints?

Use Customer Journey Maps to Gain Perspective & Identify Opportunities for Improvement

AWARE

Lilly is a young, upwardly mobile single working professional who decides to open a new bank account and fills out an online application.





Lilly receives an email message the next day letting her know that her bank account application has been approved and provides account activation instructions.

Later that same day, Lilly receives an SMS that her account has opened and an invitation to install the customer app.



After installing the app, Lilly receives an app push message with instructions in setting her communications preferences.

As Lilly opens an account with OFN and we gain insight into her profile data and browsing habits, IBM Campaign can be used to provide the logic and offer management for outbound campaigning for automated responses, across all channels, to events such as: application abandonment, launch messages, lead referrals and more. IBM Campaign also executes the campaign 'at the right time' in an automated, 'lights-out' mode not requiring user intervention.

ENGAGE

A few days after funding her account, Lilly receives an offer to pay her monthly standing bills through her account and to link her credit cards to the bank account. She opts for "standing payment" instructions for her monthly bills with OFN.



Six months later Lilly starts doing some internet searching for student loans, she has decided to go back to school to get her graduate degree. In order to afford school, she will need a student loan. One of the top results that catches her eye is for OFN bank.



Lilly clicks through to student loans on the OFN site and sees a banner add for a loan with a low rate. She clicks through to the loans page, two unique offers are presented for student loans with different terms. She clicks on the offer presented from OFN with a low interest rate because of her outstanding credit. Once she clicks the offer, she is taken to an on-line application which she reviews, but does not start. She logs out.

The next morning as Lilly is picking-up her morning coffee, her mobile phone alerts her with an email from OFN. She opens the email which contains a link about picking the right college, as well as a link to a loan application. She opens the application on her phone and starts to enter her information, but doesn't complete. She closes the page and heads to work.



IBM Interact drives real-time offers across channels including web, mobile, call center, IVR, email and SMS based on customer behavior and interactions over time. It gives control to the marketer to determine the most appropriate offer at a given time and also learns as it goes from the acceptance and rejection of offers presented.

PERSONALIZE

Later that same day, she receives a phone call from an OFN Bank Customer Service Representative. She asks Lilly if she has any questions or concerns about the application. She inquires with Lilly had any issues in entering her previous addresses and offers to assist Lilly.



The Rep is presented an offer to share with Lilly in regards to a lower interest rate than originally offered if Lilly completes the loan application by end of day. Lilly is intrigued by this offer and she decides to go ahead and fill out and submit the student loan application.



As she is researching area colleges, she receives a notification from OFN. They notify her that the application will take 2 - 4 days to process and provide a number to call if she has any concerns. In addition, there are links about the best ways to handle going to college while working full-time. Lilly clicks through to the second link to continue reading.

Within OFN, Lilly was eligible for several other emails in the OFN marketing plan. However, because of contact rules concerning the number of communications to each customer, she is ineligible to receive any other offer for at least seven days. At this point, she will not be receiving any email offers from OFN unless it pertains specifically to her loan.

ADVOCATE

The next morning as Lilly is picking up her morning coffee she receives an SMS that her application has been approved. The message lets her know that an OFN Customer Service Rep will be calling her to finalize the details.



Later that day the OFN Customer Service Rep calls Lilly to congratulate her and finalize details for the loan, such as distribution of the funds to her college or personal account, information on early pay-off, and other options to keep final payments to a minimum. She is also presented a specialized offer via the representative based upon her recent interactions with OFN.



Lilly is grateful for all this information and knows she made the right choice with OFN as they understand her financial needs.

Lilly is so please with the service she has received from OFN, that she posts on both twitter and facebook about the exceptional experience she had with OFN.

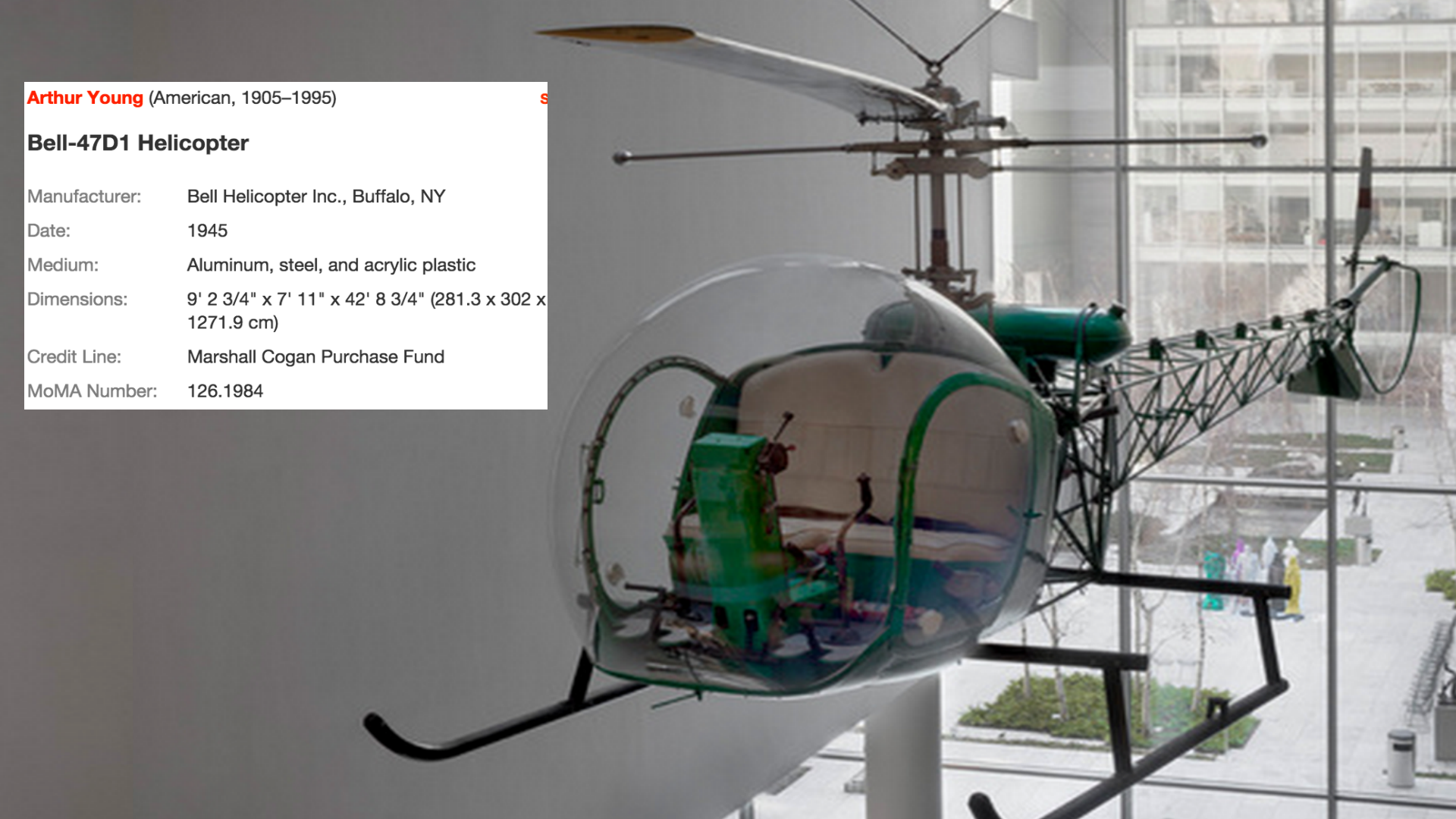


CAPABILITIES

- Real Time Personalization
- Digital Analytics
- Continuous Consumer Insight
- Micro-Segmentation
- Mobile Marketing
- Real Time Marketing
- Digital Consumer Experience

BENEFITS

- Increased Revenue
- Improved Consumer Engagement
- Improved Marketing ROI
- Reduced Time to Insights
- Increased Market Share
- Real Time Decision Making
- Improved Marketing Execution
- Differentiated Retailer Collaboration
- Positive Brand Sentiment



Arthur Young (American, 1905–1995) s

Bell-47D1 Helicopter

Manufacturer:	Bell Helicopter Inc., Buffalo, NY
Date:	1945
Medium:	Aluminum, steel, and acrylic plastic
Dimensions:	9' 2 3/4" x 7' 11" x 42' 8 3/4" (281.3 x 302 x 1271.9 cm)
Credit Line:	Marshall Cogan Purchase Fund
MoMA Number:	126.1984

Design

Design multi-campaign customer journeys through an easy to use, drag and drop, web-based interface.



© 2015 International Business Machines Corporation

IBM Marketing Solutions

Collaborate

Because marketing is an effort across organizations, it needs to be easy to communicate changes, creative, and new initiatives.



© 2015 International Business Machines Corporation

IBM Marketing Solutions

Be Agile

Sign up your team and start creating customer journey in minutes



© 2015 International Business Machines Corporation

A new way to work

Design

Collaborate to create experiences

Analytics

Use analytics for impact

Agility

Freedom to innovate



© 2015 International Business Machines Corporation



© 2015 International Business Machines Corporation

Participate in our Contest

Submit your blog post

- Short narrative - up to 500 words describing “how would you apply what you learned today to your business”
- Use the hashtag #SM2selfie to be eligible to win.
- Participants must include in their submission: the subject line “Silverpop Marketer Workshop”, name and title, company’s name.
- Send to anton@us.ibm.com



The Future of Mobile is as part of an Omni-Channel Journey

Join the conversation
Blog, YouTube, Twitter and Facebook

Dan Gesser
dgesser@us.ibm.com



© 2015 IBM