



IBM Customer Experience Analytics

# From Data to Insights to Opportunities

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For more than a decade now, customer analytics has been considered indispensable. Leaders depend on analytics as support for actions and as a predictor of results. There's been a surety about using analytics to make decisions, a belief that it's a solid foundation you can build your business on.

But during the past ten years, business has changed, and changed dramatically. Today:

- Customers have become digital-savvy, with greater expectations of their interactive experience
- You have to reach customers, even when they're not looking
- You have become multichannel
- Digital transformation is at the center of every strategy
- Digital is driving a new demand on customer intelligence
- You just changed your tactics... but did it really change anything?

The analytics tools you've come to rely on probably haven't kept pace with this rapid change, and may now be less effective. Systems may not be nimble enough to follow customer journeys across channels and time. Different platforms in different departments can't talk to each other, so reporting is slowed. And it's difficult to take proactive steps when your view of the total customer experience is a little blurry.

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The good news is that customer analytics has also evolved. Going beyond just data and trends, analytics can now provide deep and laser-sharp focus on how your customers are interacting with your digital properties. The improvements allow visibility across channels, replace siloed systems with a unified dashboard, and let you relive the exact clicks and swipes your customers make, so it's as if you're actually seeing things through their eyes. If you're a user that relies on analytics, you'll want to consider these powerful upgrades to keep up with the digital transformation.

**IBM Customer Experience Analytics** is at the forefront of the analytics evolution, going well beyond capabilities in the marketplace today.

In these next pages, we'll review three key challenges presented by current customer analytics and demonstrate how IBM Customer Experience Analytics can take you beyond data, to insights, so that you can unlock opportunities.

**CHALLENGE #1:**  
**Uniting teams  
around the  
customer**

**CHALLENGE #2:**  
**Seeing  
the journeys  
customers  
travel**

**CHALLENGE #3:**  
**Understanding  
customer  
behavior**

**INNOVATION #1:**  
A single place to answer  
what's happening and why

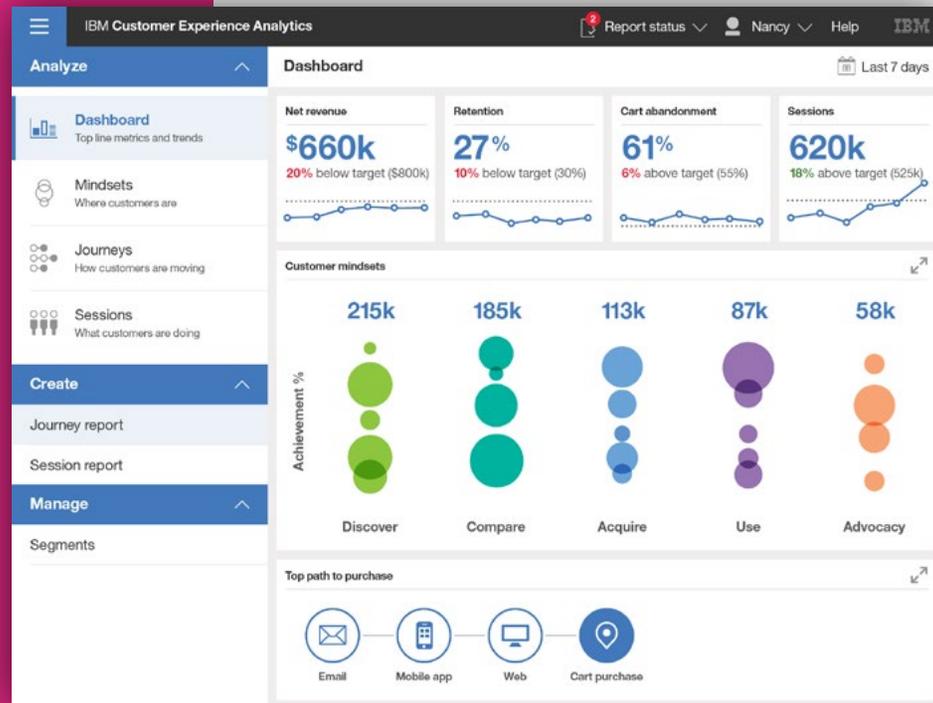
**INNOVATION #2:**  
Multichannel micro  
and macro views of the  
customer journey

**INNOVATION #3:**  
Relive your customers'  
experiences

## CHALLENGE #1:

### Uniting teams around the customer

Knowing what's working in your digital world and what's not is key – key to greater understanding of your customers, key to correcting issues in a timely fashion and key to moving beyond data to real insights. In an attempt to cobble together a picture of customer experiences, many organizations have resorted to using multiple analytics tools hosted by various internal groups, such as sales, customer service and marketing, and even communication channels such as web, mobile, email and call center. With all the limitations of traditional analytics, moving from question to answer is taking too long. Collating the information takes up time that is better spent on decision-making. Forty-nine percent of marketing decision-makers agree that organizational silos negatively impact the quality of customer insights<sup>1</sup>.



One all-inclusive, customizable dashboard, so your digital marketplace is at your fingertips

## INNOVATION #1:

### A single place to answer what's happening and why

The solution is a single dashboard, with all the information in one place to eliminate departmental silos and disconnected views. IBM's Customer Experience Analytics eliminates the obstacles to seeing the big picture. With one unified view, users can quickly pivot from one analytical capability to another. Business leaders can easily analyze, understand and collaborate around insights. And as to those multiple internal departments, instead of working to assemble data, they can contribute to formulating solutions that delight customers. The time from question to insight, and then, from insight to decision, is reduced from days to minutes.

## CHALLENGE #2: Seeing the journeys customers travel

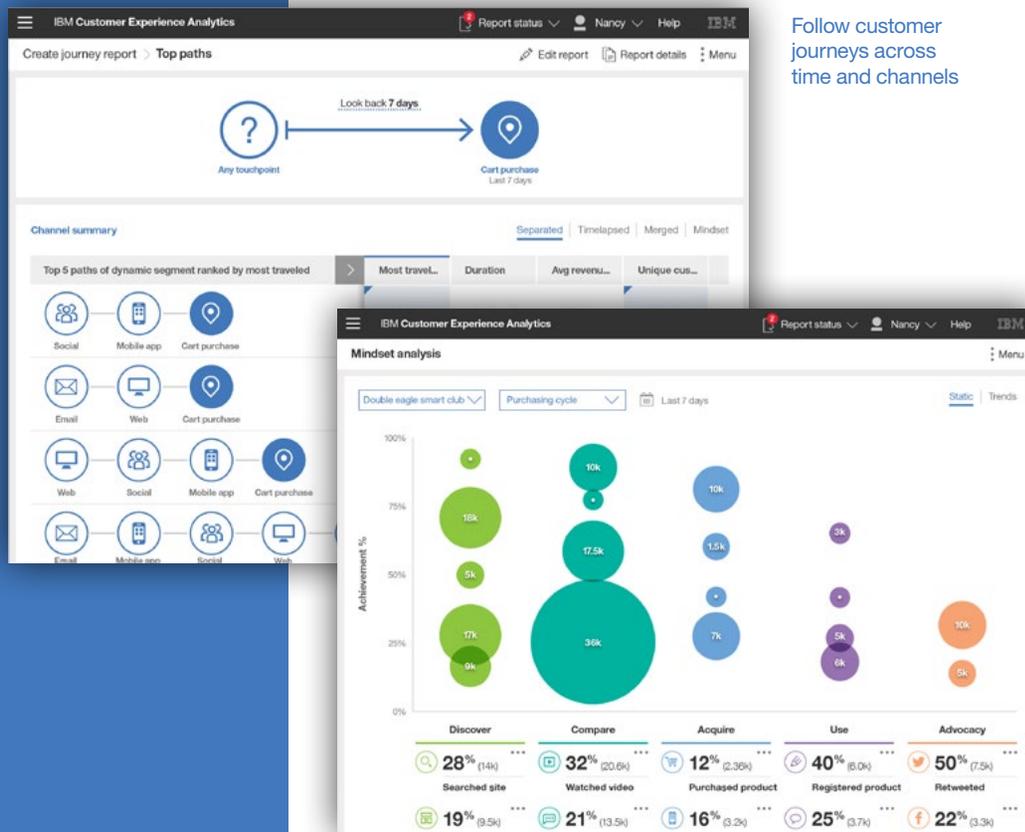
The customer experience isn't one-dimensional and it doesn't follow a straight line. Customers expect to be able to use all their devices interchangeably and to stop and start their online experiences at will. So a business is faced with attempting to follow millions and maybe billions of very "messy," non-linear interactions, and trying to create insights out of all that data. It's hard to follow cause and effect because you can't see where customers are in their journey. With weak analytics, it's little wonder brands don't have a clear view of their customers' experiences.

Follow customer journeys across time and channels

## INNOVATION #2: Multichannel, macro and micro views of the customer journey

IBM Customer Analytics ties together interactions across multiple channels into a unified view. The benefits are obvious: users can quickly compare path popularity, duration, revenue and customer values across all of their channels – laptop, tablet, mobile and email. The holistic customer journey can play out on one screen. And with mindset analysis, you will know exactly where customers are, at each step in their journeys.

There's one more improvement that contributes to a better view of the customer journey – the ability to telescope in and out for both micro and macro views. Depending on what you're analyzing, there are points when you want to see individual customer behaviors and other times when you need to see the aggregate, such as segments. This ability to change your point of view can bring the customer experience into clearer focus.



See where customers are in your buying cycle with mindset analysis

## CHALLENGE #3: Understanding customer behavior

With traditional analytics methods, users can see data and trends, but can't completely see how customers interact on their digital channels. Are customers struggling to complete their purchase or transaction? At what point? If your analytics can't show you, your business decisions are more leap of faith than data-driven.

The screenshot displays the IBM Customer Experience Analytics interface. The top section shows a 'Session list' with 780 sessions. Below this is a table with columns for Session start time, Session IP, Platform, Loading time, Steps time, and Screen time. The bottom section shows a 'Session timeline' for a specific session, detailing the sequence of pages and events, such as 'Landing page', 'Double eagle smart club 700', 'Double eagle smart club 500', and 'No results page'. Each page view includes a thumbnail and a list of events like 'Scroll down', 'Touch image', and 'Swipe right on image'.

Session start time	Session IP	Platform	Loading time	Steps time	Screen time
17 May 2016 01:38 PM	andrew.parker@gmail.com	iOS	00:00:03.2	00:11:12	00:00:30
17 May 2016 01:37 PM	amy.zho@gmail.com	iOS	00:00:04.5	00:44:32	00:01:23
17 May 2016 01:37 PM	brian.woods9@gmail.co.uk	iOS	00:00:03	00:32:00	00:01:13
17 May 2016 01:36 PM	brenda.takata@gmail.jp	Win 10	00:00:07.8	00:25:22	00:01:56
17 May 2016 01:36 PM	tom.hargrove@gmail.com	Android	00:00:06.2	00:26:56	00:02:00
17 May 2016 01:36 PM	paul.watkins2@gmail.com	Win 7	00:00:03.8	00:20:20	00:01:10
17 May 2016 01:35 PM	rita_shao@gmail.com	Win 8	00:00:08.3	00:23:43	00:00:53
17 May 2016 01:34 PM	brandonmark@gmail.com	Mac OS X	00:00:09	00:12:43	00:00:47
17 May 2016 01:34 PM	tiffany.jin@gmail.com	Win 10	00:00:04.3	00:22:12	00:01:65
17 May 2016 01:33 PM	larry.jenkins@gmail.com				
17 May 2016 01:33 PM	eliot.tomlinson@gmail.com				
17 May 2016 01:33 PM	bradley.fleet@gmail.com				
17 May 2016 01:33 PM	john.waters4@gmail.com				
17 May 2016 01:32 PM	kevin.sullivan@gmail.com				
17 May 2016 01:32 PM	tanya.brooke@gmail.com				
17 May 2016 01:31 PM	amandra.frieze@gmail.com				
17 May 2016 01:31 PM	amandra.dawson@gmail.com				

Replay customer sessions to see what's going right, and what's not

## INNOVATION #3: Relive your customers' experiences

IBM Customer Experience Analytics enables better business decisions with the use of session replay. You can capture the customer's view, their inputs and logs of events on the web or a mobile app and make them available for review. With both individual and summarized views, you can see and feel how customers are behaving in their digital world. Understanding customers' experiences is the critical first step in making the continuous improvements that anticipate their needs.

Further, struggle detection and behavior reporting can pinpoint where and why experiences are occurring. Powerful eventing and alerting engines provide the ability to act on insights. And simplified event creation makes it easy for management to take action.

# IBM Customer Experience Analytics

In engineering a better solution, IBM listened to the frustrations of business leaders who have long wanted greater visibility into interactions with their customers. These leaders knew that, if armed with better tools, they could spend less time managing data and more time uncovering opportunities.

IBM Customer Experience Analytics is that innovative solution.

Customer Experience Analytics is powerful enough to manage the mind shift happening in digital business today. The solution provides an end-to-end view of a customer's journey, with contextual and actionable intelligence at every level — from company-wide aggregates all the way down to a single user's experience with a brand.

Spend less time managing data and more time uncovering opportunities.

## A single place to answer what's happening and why

### Role-based dashboards

- Customized top line metrics provide quick access to business conditions and customer experience activity

### Flexible reporting

- Pre-built and customizable digital analytics reports
- Rich segmentation and syndication of customer behavior audiences

- Traffic and funnel reporting with actionable insights

## Multichannel micro and macro views of the customer journey

### Journey analytics

- New multichannel path analysis provides holistic understanding of customer journeys
- Users can quickly compare path popularity, duration, revenue and customer values across unique segments and drill down for deeper understanding

### Mindset analysis

- Understanding which events impact discovery, purchase consideration and advocacy can be key to increasing conversion, revenue and customer loyalty
- Flexible customer lifecycle definitions can be tailored for any industry

## Relive your customers' experiences

### Session replay

- Summarized session views and detailed session replays provide deep understanding of individual experiences
- Support for web, mobile app and hybrid session capture and replay of ALL sessions with both client and server side data collection

### Eventing and alerting

- Struggle detection and behavior reporting pinpoint where and why experiences are occurring
- Powerful eventing and alerting engines provide ability to act on insights
- Simplified event creation makes it easy for business analysts to take action

### Site optimization

- Uncover usability flaws that cause customers confusion and struggle
- Compare segments side-by-side to optimize experience, content and campaigns
- Drill contextually into session details and other analytics for more detail



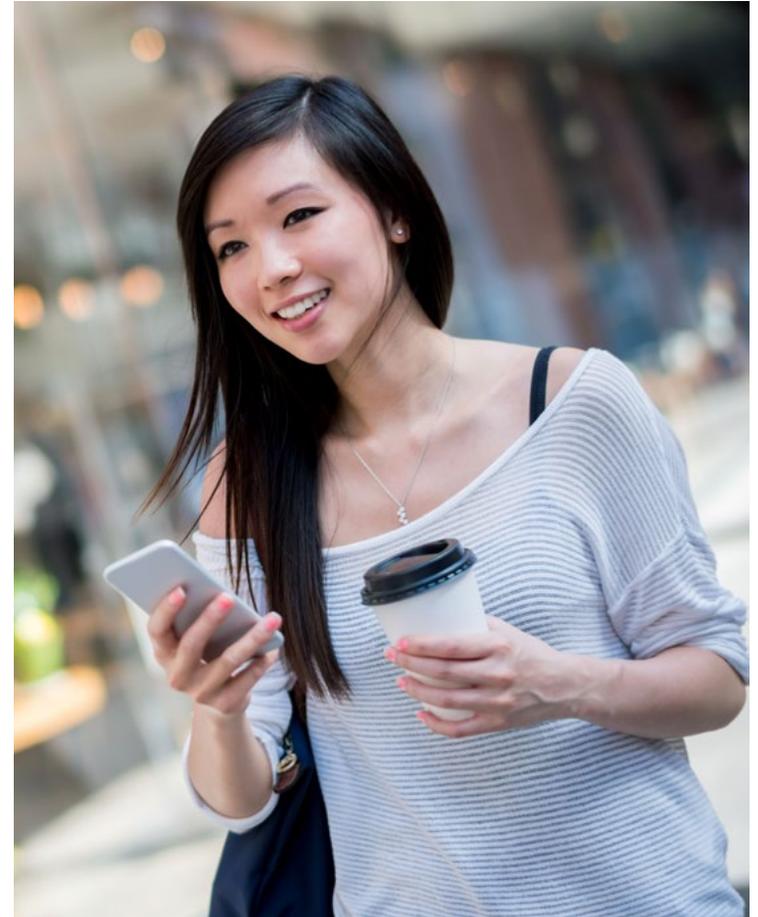
IBM Customer Experience Analytics opens up the possibility of answering a full range of questions about customers that couldn't be answered before, and that once answered, lead to greater insights:



## One perfect experience, a billion times a day.

It's no longer enough to give customers what they want, when and how they want it. You must deliver what they didn't even know they could have, in ways they didn't even realize existed. That means knowing your customers, at every moment, and engaging them accordingly. Customer Experience Analytics from IBM helps you know your customers better than they know themselves—so you can deliver the kinds of experiences they've always wanted but never imagined.

**Take a product tour** to see how Nancy, a digital commerce director, uses IBM Customer Experience Analytics to understand customers individually and in aggregate, enabling her to identify trends, view key metrics and gain insight into every step of the customer journey.



<sup>1</sup> Forrester Global Business Technographics® Marketing Survey, 2015.

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