

IBM Watson Customer Experience Analytics: Deliver extraordinary customer experiences

Brands need to understand their customers' journeys across time, devices and channels. With cognitive capabilities embedded into Watson Customer Experience Analytics, brands are empowered to automate action to optimize and improve the customer experience.

We've uncomplicated customer analytics, and at the same time, supercharged it with cognitive computing. With a unified, advanced analytics platform providing instant access to actionable intelligence at every level—from company-wide aggregates to an individual customer's experience—you'll now be able to understand customer behavior and optimize experiences in a more complete and meaningful way than ever before.

IBM Watson Customer Experience Analytics delivers:

A 3.6% increase in online conversions and a 2.5% increase in mobile conversions

Payback in 4 months

196% return on investment

Total Economic Impact Report, Forrester Research, November 2016. (based on behavior analytics data)

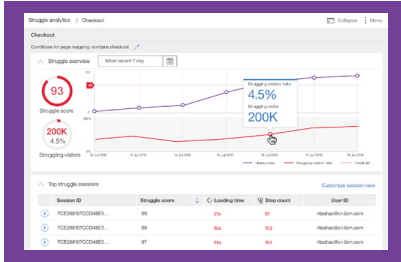
Let the system identify the most critical interactions where there are struggles in a given journey

Receive automatic alerts based on struggle factors that the system learned



Display customer journeys across all channels, so you can see how activity in one channel impacts conversion in another

Drill down with replay to uncover where issues occur and why, through the review of struggle paths



▲ Struggle Replay and Detection

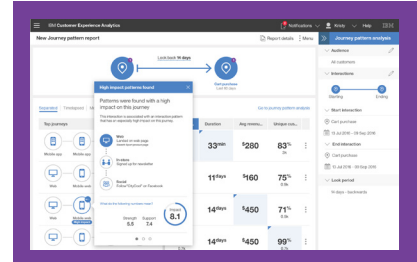
Automatically detect and evaluate user struggle data to improve the customer experience with little-to-no human intervention.

▲ Customizable Dashboard and Flexible Reporting

Customize the dashboard to your role, so you can easily identify trends and go from question to decision in minutes, not days.

Site Optimization and Usability

Uncover usability flaws that cause customer confusion and struggle; compare segments side-by-side to optimize experience, content and campaigns.



▲ Journey and Mindset Analysis

Use machine learning and cognitive capabilities to identify patterns within customer journeys and unlock meaning in customer data.

IBM Universal Behavior Exchange (UBX)

UBX enables frictionless data flow between IBM technologies and a powerful ecosystem of partner solutions, to bring you an ever-widening set of connection possibilities.

IBM Watson Customer Experience Analytics easily integrates with IBM Marketing Cloud and IBM Commerce on Cloud. IBM Marketing Cloud enables you to quickly design and automate consistent multichannel experiences, increase marketing agility and gain faster time to ROI.

IBM Watson Customer Experience Analytics helps brands maximize their IBM Commerce on Cloud investment by providing deep insights into customer behavior based on historical patterns of customer engagement that elevate experiences and lead to more informed decisions.

Learn more: ibm.com/watson/marketing