



---

### Highlights:

- Leverages the consumer's social footprint to help create new revenue streams and increase up sell and cross sell sales by providing more personalized promotional offers
  - Improves loyalty and anticipates your customers needs by recommending products trusted by the consumer's social network
  - Increases product insight and customer satisfaction with review summarization and sentiment analysis mined from the social network
- 

## IBM Smarter Commerce – advanced social analytics platform

*Create socially inspired and personalized recommendations to your customers*

With the proliferation of mobile devices, social media is available nearly everywhere and its impact is unprecedented. What began as an innocuous technology trend only a few short years ago has become a powerful instrument of social change. Many CEOs and CMOs wonder how to take advantage of the unprecedented streams of information generated by customers through these various social media channels to outperform their competitors.

While consumers are socially smarter, vocal, and more connected, many product recommendation tools are based on transaction history and browsing behavior, rather than on these social communities and connections.

The IBM Smarter Commerce – advanced social analytics platform mines and harvests the consumer's social footprint and integrates business intelligence to serve personalized recommendations.

Combining the consumer's social footprint and historical relationship provides a predictive opportunity to make more profitable decisions and enables you to personalize connections with your customers.

### Helping create new revenue streams and increase up sell and cross sell opportunities

When consumers browse products online, they are often interested to know what related products they can purchase at the same time. With the advanced social analytics platform, you can present shoppers with recommendations generated from social and mobile insight, including location, buying behavior and social activity. In addition, these recommendations can be combined using weights configured by the business.

This gives consumers more purchasing options from trusted sources and helps them save time on making purchasing decisions, which can lead to an increase conversion rate with trusted and personalized recommendations and improved customer satisfaction.





## Improving customer loyalty

Many consumers enjoy social games and inviting friends to play with them. They are also happy to get special discount and promotions through their influence made on a website through their social network and purchase history. Using the advanced social analytics platform, you can identify the key influencers, encourage influence and gain more customers by gamification. In addition, more insights from the social network can be leveraged to help shoppers to make quicker purchase decisions.

By helping consumers have fun while shopping and receiving special discounts and promotions, you can increase your customer base and conversion rate and also improve customer loyalty.

## Increasing product insight and customer satisfaction

Consumers want a better sense of the product beyond a single rating score, but don't always have the time to read a seemingly endless string of reviews. The advanced social analytics platform has analytics-derived summaries that function as "cliff notes" for shoppers. All reviews are available, but the advanced social analytics platform helps consumers to quickly get a general understanding of the content and make quick, informed decisions based on review summaries and summaries of reviews broken down by product features.

Using these analytics-derived summaries you can increase conversion with rich product information and have improved customer satisfaction. For consumers, this helps them more quickly understand the context of all reviews and have a better understanding than with a rating average alone.

## Why IBM?

The advanced social analytics platform was developed by the IBM Research Customer Experience Lab, which combines the rich resources of IBM Research and IBM Global Business Services to address your complex business challenges at the intersections of innovation in new technologies.

Working collaboratively with clients, we provide solutions to many of the most difficult customer-facing challenges your organization is confronted with, providing expert business strategy and vision development, solution implementation, business case creation, and ultimately linking strategy to execution in ways that build continuous improvement and a foundation for ongoing innovation. Our Smarter Commerce consulting practice can go broad and deep to accelerate business outcomes.

© Copyright IBM Corporation 2013

IBM Global Services  
Route 100  
Somers, NY 10589  
U.S.A.

Produced in the United States of America  
April 2013  
All Rights Reserved

IBM, the IBM logo and [ibm.com](http://ibm.com) are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at: [ibm.com/legal/copytrade.shtml](http://ibm.com/legal/copytrade.shtml).

Other product, company or service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.



Please Recycle