

IBM Watson Customer Experience Analytics: Ensure you have easy access to the right data at the right time.



You're likely relying on data to make key decisions that drive revenue and loyalty, such as where to shift resources or what's the next best campaign. The digital world is moving fast, so it's essential to get detailed information when you need it, while it's still relevant. Is there anything more frustrating than getting the insight you need when it's too late to act? And today you need a view into customer behavior that goes beyond demographics and purchase history.

You need to be able to:

- collect and present thorough and accurate information about individual customer interactions
- collect and present summary data about aggregate customer groups
- deliver the data and insights on demand and in context

The timing from question to decision should be short. Teams have to move quickly. Having the right data at the right time can be the difference between recognizing or missing opportunities.

To learn more about how you can use customer analytics to gain insights that lead to opportunities visit

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