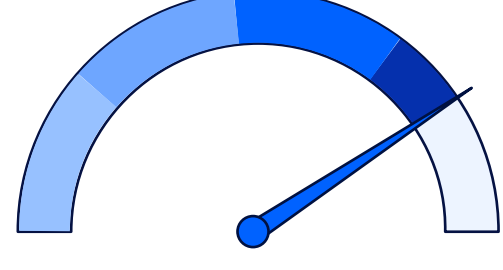


Experience smarter customer workflows



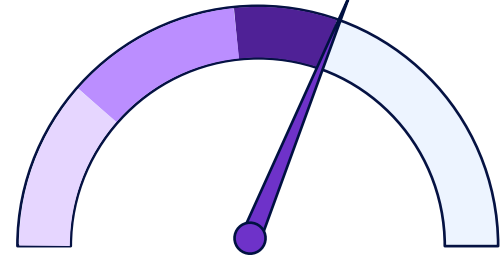
+80%

of businesses surveyed are accelerating efforts to engage customers virtually

Digital transformation is accelerating at a staggering pace

Organizations are scrambling to keep up with constant change of the past year. Leaders must remember that behind every decision is a customer.

And now—more than ever—customers expect you to be fast, flexible and fully digital.



+60%

of businesses surveyed are also accelerating internal initiatives

Beyond the end-user experience

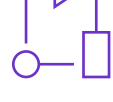
It's more than just your interface, your business needs to adapt how it works internally, as well.



Increasing agility & efficiency for business operations



Adopting new technologies



Modernizing business processes for automation

Infuse intelligence across the customer lifecycle

78%

The majority of businesses are already adopting more modern ways of working to serve customers with AI and automation. Yet, there are still opportunities to streamline simple tasks and make better use of data throughout the customer workflow—in marketing, sales & commerce, and service.

of organizations are planning to increase investments across sales, service and marketing functions in the next two years.

Two sides of the same experience

Customer workflows

Marketing

- Engage target audience
- Lead acquisition
- Campaign management



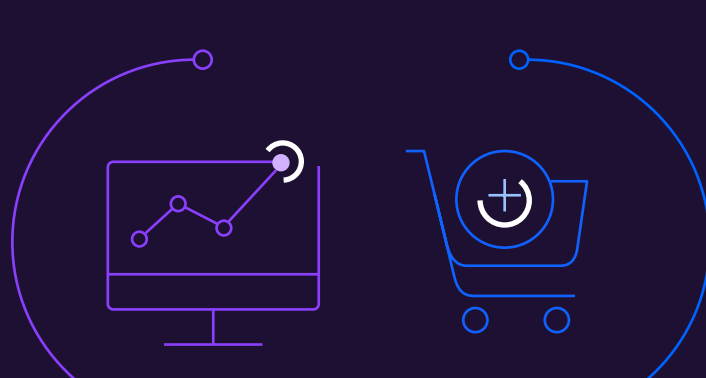
Customer journey

Discover

- View an ad
- Sign up for emails
- Engage with content

Sales & Commerce

- Personalized recommendations
- Connect to inventory and fulfillment
- Secure environments with fraud detection

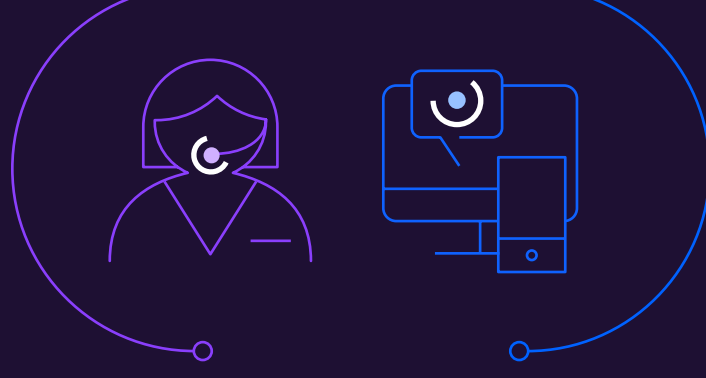


Engage

- Fill a cart
- Secure check out
- Subscribe
- Onboarding

Service

- Retain and grow relationships
- Route queries with virtual agents
- Manage customer feedback



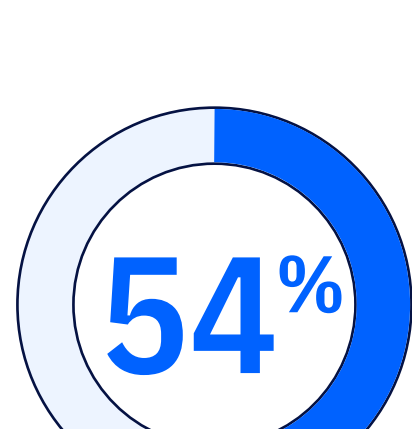
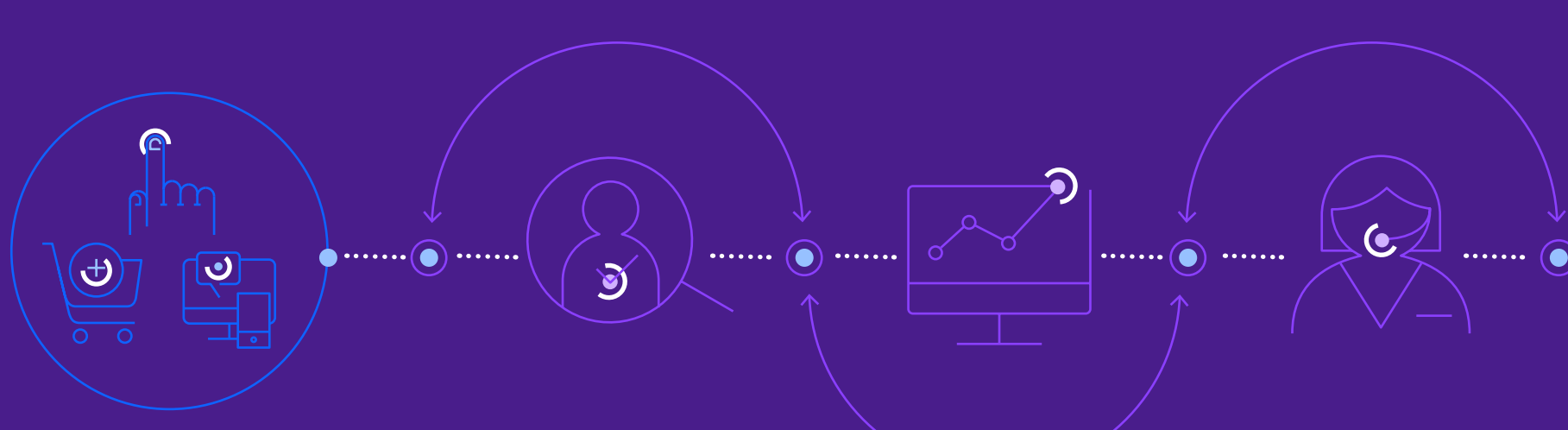
Advocate

- Use self-service options
- Connect with an agent
- Provide experience feedback

The stronger the connections, the greater the reward

Break down silos with **intelligent workflows** across functions to fuel faster transformation and new innovation. Connecting your customer data from end-to-end will make employees smarter and customers feel known.

Intelligent workflows focus on the human experience and change how work gets done by applying real-time insights, automation, AI to business outcomes.



of businesses surveyed say 'Skills & Expertise' is the most critical factor for successful intelligent workflows

Assemble your dream team

Getting to simple can still be hard. Building intelligent customer workflows requires expert-knowledge, proven methods, and advanced technology platforms. The right ecosystem of partners can co-create change at the speed the market demands.

Other critical factors include:



Data management across systems



Business strategy and roadmap



Best in class technology

Positive impacts you can feel across your business

Your customer experience is more than the last mile. When you give your employees the insights and tools needed to keep your customers in focus, everyone wins.

Top 5 benefits of intelligent customer workflows

1	Agility and speed
2	Increased productivity
3	More innovation
4	Cost savings
5	Better employee-to-customer engagement

Explore how IBM can help you create intelligent workflows across your entire customer lifecycle.

Contact us