

# Uncover new customer insights — without depending on others

As a marketer, you do vital work to understand and engage customers. If you had direct access to customer information and intuitive analytics tools, **what key questions could you answer?**

## “WHO ARE MY CUSTOMERS?”

**What are their expectations, and how do they behave across channels?**

**60%** of CMOs want to use data-driven insights to shape their marketing campaigns within the next three to five years.<sup>1</sup>



## “WHAT DOES THE CUSTOMER JOURNEY REALLY LOOK LIKE?”

**What’s working, and what isn’t?**

**69%** of online customers move to another channel when online customer service fails.<sup>2</sup>

**55%** of senior marketers aren’t confident in their company’s understanding of the customer journey.<sup>3</sup>



## “HOW CAN I DELIVER THE BEST CUSTOMER EXPERIENCE?”

**Am I making the most of every interaction with our customers?**

**73%** of businesses see improving the customer experience as a strategic priority;

**99%** see the need to improve their customer experience.<sup>4</sup>



## 6 must-haves for self-sufficient analytics



**The right data at the right time.** You need to tap into valuable information about individual interactions and aggregate customer segments, on demand.



**The ability to connect the dots.** You need to streamline data integration, bringing together information from every touchpoint to create a holistic picture of customers.



**Everything in one place.** You need to visualize the whole customer journey, track key performance indicators (KPIs), spot anomalies and more, all from an easy-to-use dashboard.



**Drill-down capabilities.** You need to easily find the customers that require your attention, pinpoint where they are in their journey and identify issues that keep them from advancing.



**Predictive tools.** You need to stay ahead of your customers by anticipating their behaviors, identifying meaningful audiences for your campaigns and replicating your best-performing journeys.



**The flexibility to experiment and explore.** You need to do more than analyze data points to gain a competitive advantage. Use your data to test “what-if” scenarios and explore new points of view.

## Take charge of your customer analytics

Don’t let information silos and complicated tools force you to depend on others for answers. Get cognitive insights designed for the way you work, and use them to act and make fast, data-powered decisions that drive the business forward.



## Ready to get started?

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<sup>1</sup> IBM Institute for Business Value, “Redefining Markets: Insights from the Global C-suite Study—The CMO perspective,” January 2016, <https://www-01.ibm.com/common/ssi/cgi-bin/ssialias?subtype=XB&infotype=PM&htmlid=GBE03728USEN&attachment=BE03728USEN.PDF>

<sup>2</sup> Forrester, “Your Customers Don’t Want to Call You,” February 29, 2016, <https://www.forrester.com/report/Your+Customers+Dont+Want+To+Call+You/-/E-RES131922>

<sup>3</sup> Millward Brown Digital, “Getting Digital Right,” August 2016, <https://www.millwardbrown.com/research-insights/getting-digital-right-2016>

<sup>4</sup> Forrester Research, “2015 Forrester Research Customer Experience Index,” <https://go.forrester.com/data/cx-index/>