



IBM Client Advocacy

Discover how IBM uses feedback to improve client experience.






Table of contents

- 01**
Welcome to IBM Client Advocacy
- 02**
Gathering feedback
- 03**
Putting feedback to work
- 04**
Success stories
- 05**
Feedback inspires
award-winning efforts
- 06**
We are all Advocates

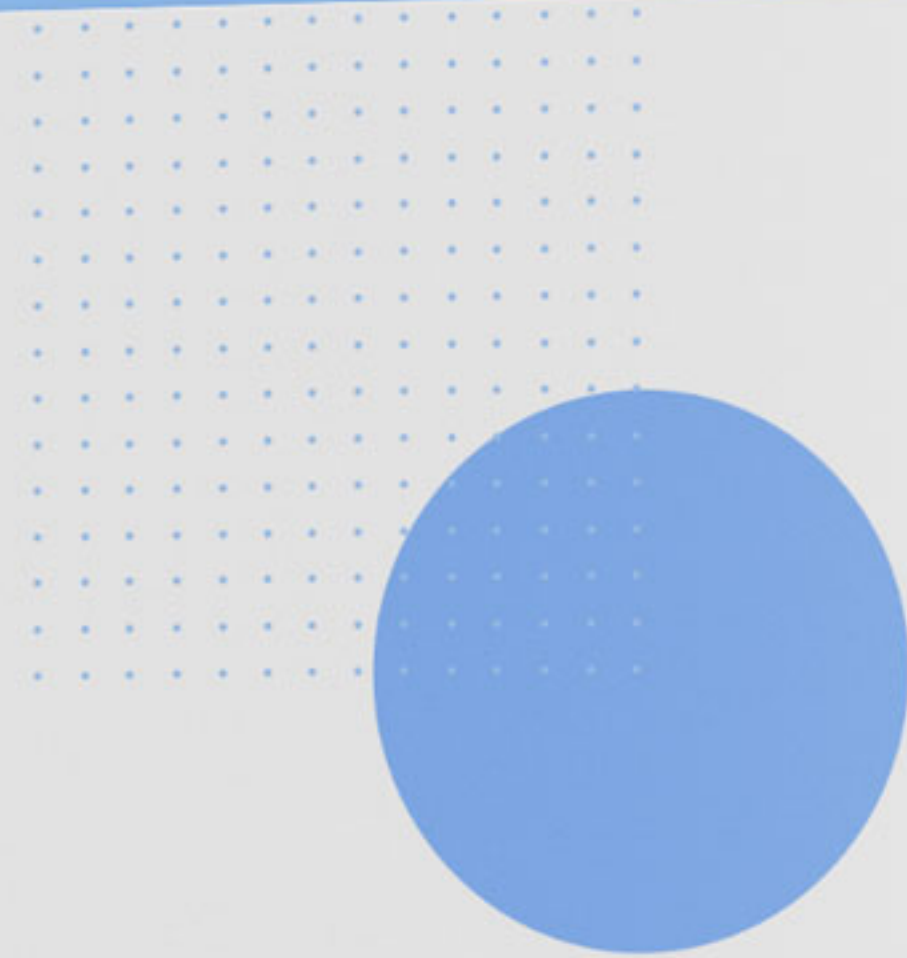
“As a proud career IBMer, above all, I believe in the power of my colleagues here at IBM to help our clients achieve great outcomes.

Empowering IBMers with real-time client feedback is a key stepping stone to driving client success. The breadth and scope of the feedback community at IBM is a reflection of this commitment to our clients and testament to our investment in helping your businesses transform.”

Kathy McGettrick, IBM Client Advocacy Officer

Welcome to IBM Client Advocacy





Feedback matters.

This is what we want every IBM client to see, feel and understand every day — no matter what solutions you use, what business you're in or what part of the world you call home.

This is our pledge to you, and our promise to ourselves. When we say that advocacy matters, we mean it. And we'll prove it.

You speak. We act.

Advocacy starts with feedback.
Your insights inspire us. Your expertise drives us.

Advocacy helps your business grow.
Your input helps us innovate the solutions you use.

Advocacy is about everyone.
We work to understand your needs and take action.

At IBM, our ears, minds and hearts are open.

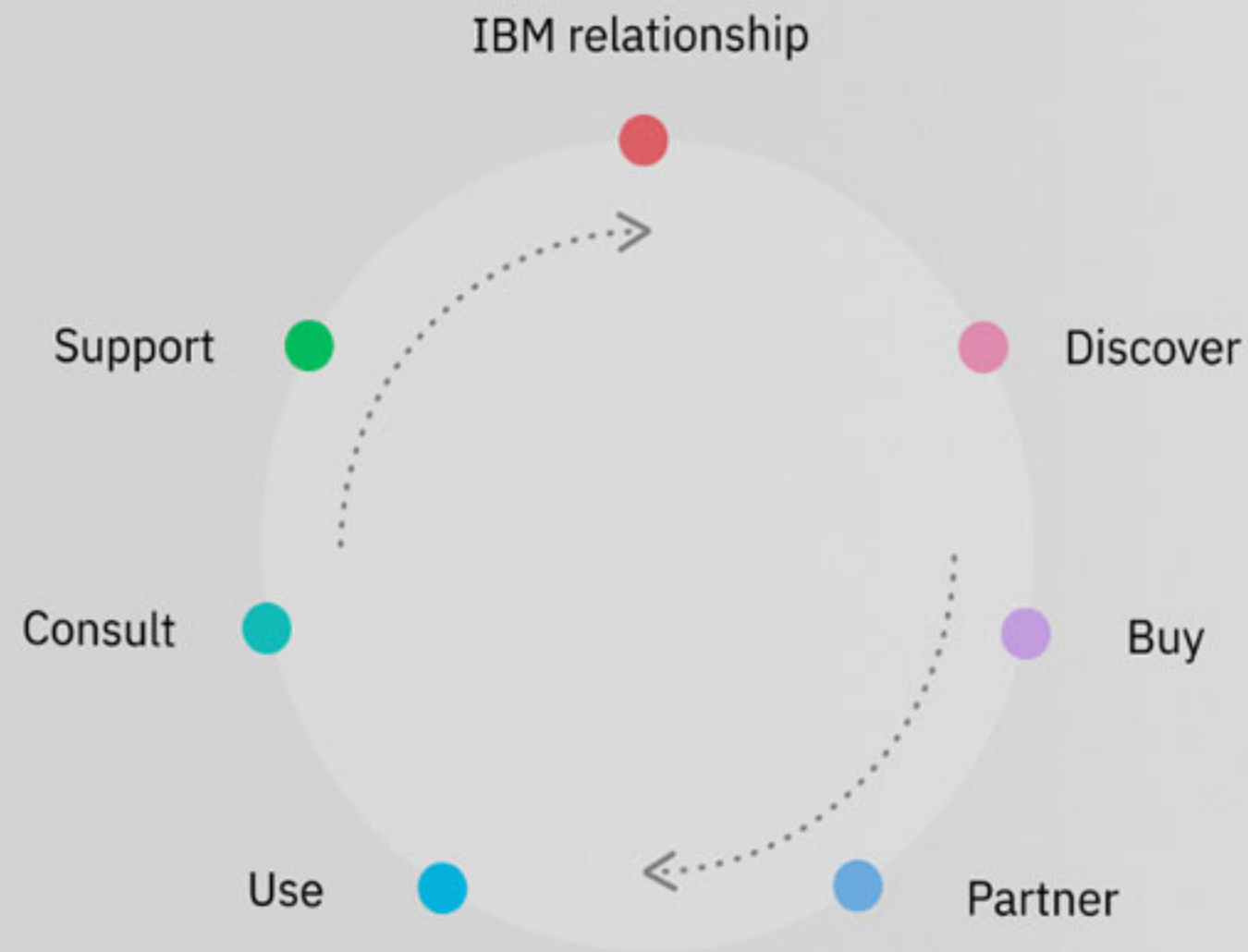
Gathering feedback across the client journey

Every day, IBM hears thousands of client voices. We're gathering insights from what we call "moments of truth" – dozens of touchpoints across the client experience, each marking a step on the journey toward success.



Client journey map

These moments of truth paint a big picture of how we support our clients as they grow with IBM:



All your feedback matters to us. Whether you're delighted or frustrated, we value your voice.

As soon as you share your experience, it's routed to IBMers who are standing by, ready to act.

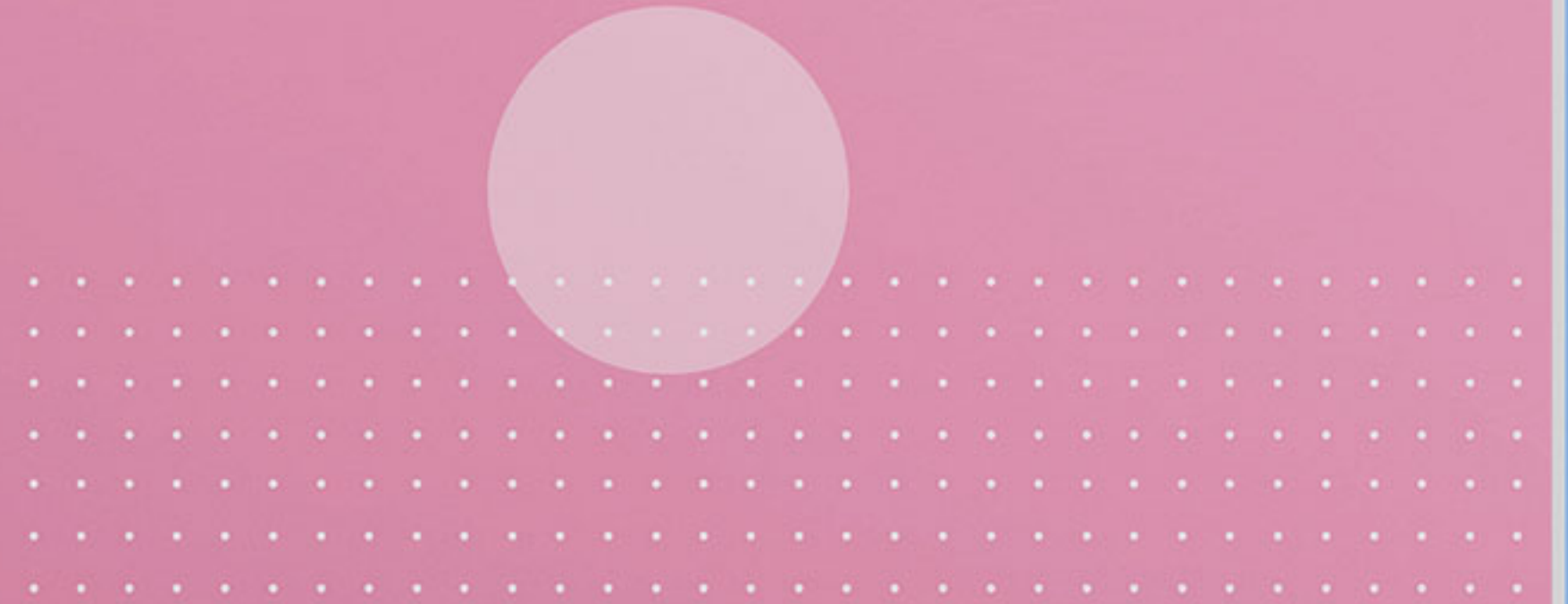
Gathering feedback

Feedback from each moment of truth helps us systematically improve the solutions, services, technical support and digital experience we deliver to clients.

Good or bad, every insight guides our way. We respond, we plan and we do what it takes to make things right.



Putting feedback to work

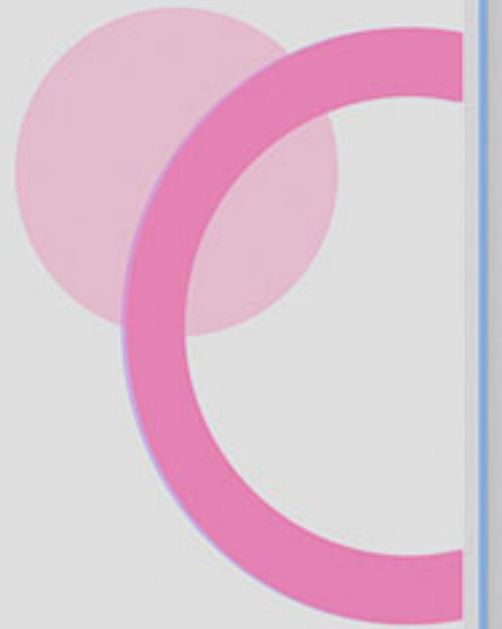


Putting feedback to work



One platform unites IBMers across the enterprise, allowing them to read feedback, identify issues and make improvements.

More than **120** Advocacy Champions across every business unit and market, along with IBM's Client Advocacy Officer, are guiding teams around the world as they use feedback to drive meaningful changes for every client.



Putting feedback to work

IBM senior leadership maintains a focus on feedback, hosting weekly meetings attended by executives from every business unit, role and region.

IBMers assemble into cross-functional teams to tackle systemic client challenges.

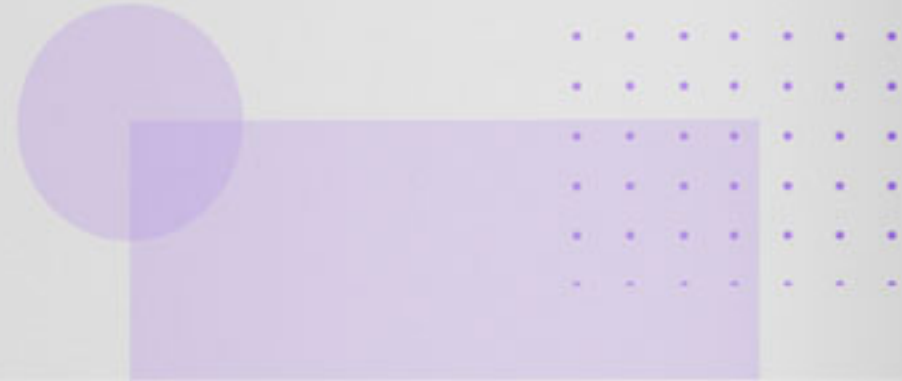
Special programs are designed around client needs. These teams span the globe, making improvements to solutions, services, technical support and digital experience.

Section 4

Success stories

Teamwork, commitment and innovation helps IBMers tackle client experience issues and make improvements across the business — and for clients around the world.

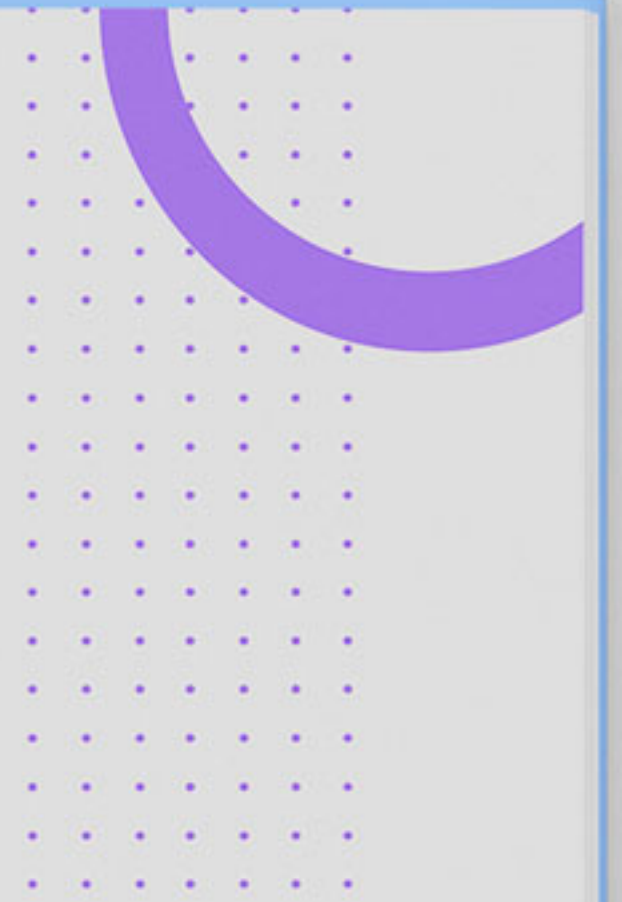




Each small enhancement has a big impact.

Inspired by feedback, IBM teams fine-tune products:

- Re-defining the holistic client experience
- Innovating solutions to fit user needs
- Committing to break down barriers to client success



Every change comes from collaboration.

IBMers around the world come together behind the scenes to make improvements:

- Reducing support time-to-resolution
- Making product enablement more accessible
- Bringing innovation to clients through co-creation workshops

Success stories

IBM Support innovates customer experience

Making experiences better

Feedback matters

Delivering fast and effective technical support is critical for clients who use IBM products and services. Recent feedback revealed that clients were experiencing several challenges with IBM Support, including a lack of opportunities for self-service troubleshooting, long wait times and inefficient case resolution.

Taking action

IBM Support decided to reevaluate how they serve clients across the entire experience, online to onsite. Using AI technologies, the team focused on improving digital self-assist: optimizing search, eliminating outdated content and creating a world-class chatbot to intelligently diagnose issues. Translation capabilities were expanded to ensure peer-to-peer support was available in different languages.

Onward, together

Early results show a step in the right direction. AI helped reduce wait times by nearly 30%, while delivering the same level of expertise. Clients commented on how agents “provided faster and more efficient support and kept a steady stream of communication throughout.” IBM Support continues to ramp up training, streamline online support and automate as much as possible to help ensure seamless support across products and services.



“Agents provided faster and more efficient support and kept a steady stream of communication throughout.”



Success stories

Committing to client success

Making relationships stronger

Feedback matters

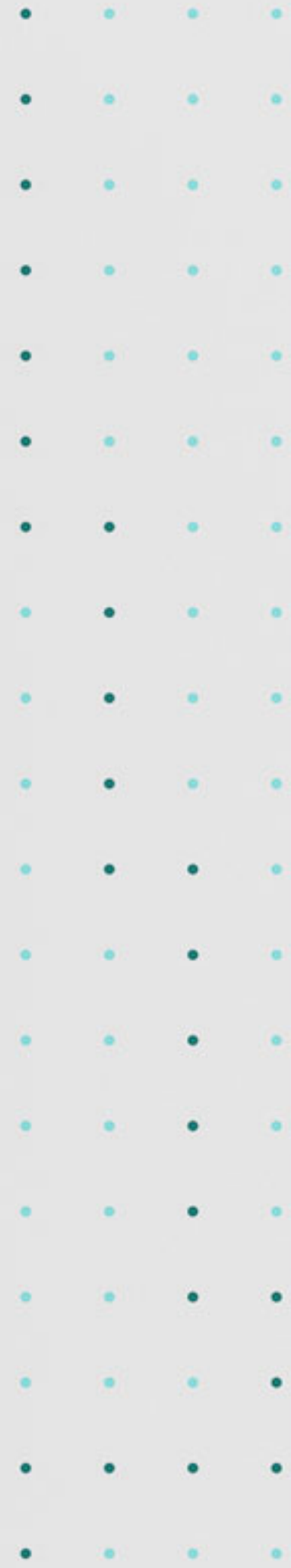
When a global provider of financial services technology felt that their relationship with IBM had become too transactional instead of being a strategic partnership, it was made clear that change was needed. "We had a long way to go to meet my expectations of building a partnership together," said a director.

Taking action

The IBM team went into overdrive to reacquaint themselves with the client by understanding their strategic plans, how their business is structured and their key challenges. IBM spent incalculable hours with the client at conferences, training events and weekly meetings — listening, learning and providing expert advice.

Onward, together

The client now tells us it's clear IBM is in it for the long haul. "Our IBM team is not only there for our successes but walking hand-in-hand with us during our issues or failures," they said. "If you were an outsider, you wouldn't be able to identify who was from our team and who was from IBM — I look forward to all we can accomplish together."



"I look forward to all we can accomplish together."



Success stories

Unifying platforms for a stronger cloud experience

Making innovations count

Feedback matters

Last year, feedback showed that the IBM Cloud experience was disjointed because the legacy system was not well integrated with the new Cloud platform. As a result, users experienced difficulty navigating both portals separately, and they encountered issues when effectively using IBM Cloud services to get their job done.

Taking action

To address these growing issues, IBM kicked off the Platform Unification Project, or PUP. PUP rallied engineers, offering managers and designers around a common goal: deliver a holistic, integrated IBM Cloud experience. The taskforce improved discovery and provisioning of services, access and user management, resource management and billing. A new centralized support experience was created. User testing took time but gave IBM the opportunity to use feedback throughout the process.

Onward, together

Users of the new version are twice as likely to complete tasks, describing how easy it is “to migrate applications to IBM Cloud” and how much they “appreciated the opportunity to test it.” This early success has inspired IBM to scale the PUP framework to other projects in Cloud to deliver a unified seamless experience for all IBM Cloud users.

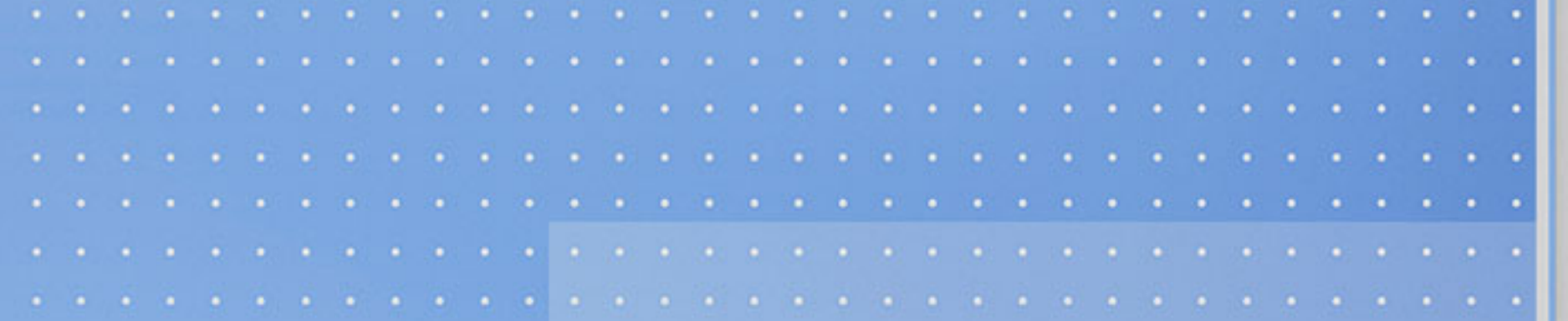


“It's much easier to migrate applications to IBM Cloud.”





Feedback inspires award-winning efforts



Feedback inspires
award-winning efforts



Together, we win.

With feedback comes the inspiration to work even harder to support our clients' growth. Without it, we couldn't continue to make the changes we're proud of.

Client feedback helped IBM create an award-winning advocacy program.



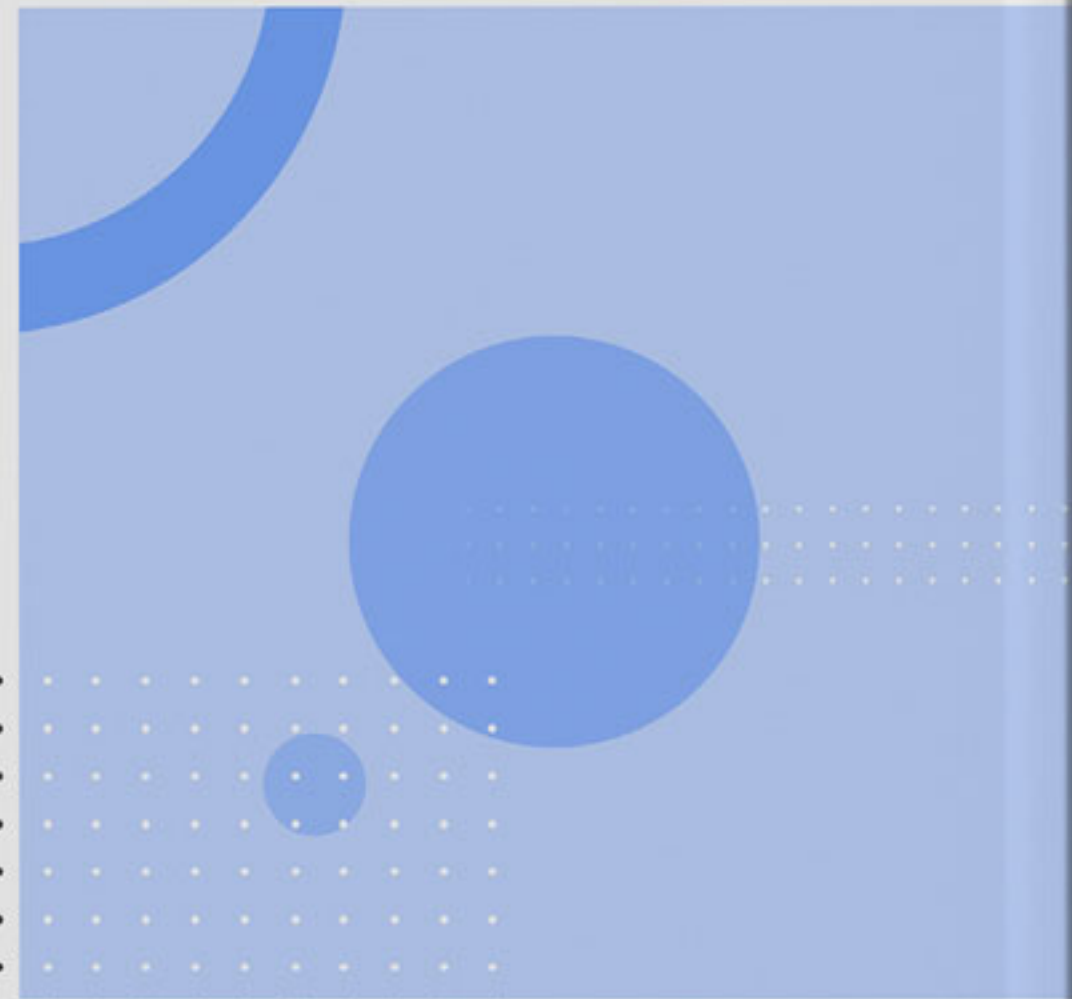


We are all Advocates

IBM Client Advocacy comes down to IBMers who are working hard to ensure customer success.

We're building a foundation for constant innovation, finding inspiration in your feedback and converting roadblocks into opportunities to help transform your business.

Clients like you rely on IBM to help them grow. We are in this together, and you have the power to make feedback matter — for all.



IBM