IBM

Highlights

- Creates real dialogues with customers and prospects, deepening relationships and yielding better marketing results

- Coordinates touches, including outbound and inbound, digital, mobile and traditional

- Consistently delivers the right message through the right channel, at the right moment for the individual at a scale of millions

- Promotes brand consistency via common campaign building blocks such as assets, offers, segments and rules

- Maximizes the impact of marketing spend

- Ensures marketing efforts are effectively aligned with corporate objectives

- Demonstrates how marketing impacts the company's financial performance

The IBM Omni-Channel Marketing Solution

Customers change the conversation

Marketers realize that customers' expectations have changed dramatically and their loyalty can be won or lost in a moment. Customers now expect interactions with a brand to be engaging and useful to them. Not only that, they expect that as they engage via different channels that the brand will continue the conversation with them—not re-hash or change the conversation.

The convergence of customers who expect you not only to know them, but who also expect to participate in shaping the experience, is propelling new approaches to customer engagement in ways that are both personal and meaningful. At the same time, customers are more willing than ever to share information as long as it supports a value exchange. But if that value is missing they will shut off contact abruptly and take their business elsewhere.

The marketer's challenge

These changes have transformed the imperatives of the marketing profession. It's no longer enough to know the customer, determine what and how to market to the customer and to protect the brand promise. Marketers must now extend these core tenets and know the customer in context in every interaction, innovate and scale personally relevant and rewarding experiences, and co-create an authentic brand experience with customers, employees and partners.

Doing the same old thing—pushing messages best for the company to customers or shouting the message as often and loudly as possible—no longer works and is leading to rising costs and declining returns as customers tune out the noise. To compound the situation, CMOs and marketing leaders are under more pressure than ever to quantify the impact of marketing's efforts on the bottom line. While marketers understand the challenges many are struggling to move from product-based marketing to individual-based marketing with real, engaging dialogue with their customers and prospects.

Omni-channel marketing builds a relationship with customers

But there is good news. Today's environment offers opportunities for marketers who understand that the changes taking place provide new ways to reach and engage customers and prospects. Marketers who implement on omni-channel marketing strategy are seeing real results.

How IBM enables omni-channel marketing

The IBM Omni-Channel Marketing solution helps marketers engage in a highly relevant, coordinated dialogue with customers across all channels and devices. IBM offers a true omni-channel marketing approach integrating inbound and outbound communications with the customer. Regardless of whether the customer's interaction is inbound or outbound, IBM can determine the right message for the individual customer in the context of the interaction and in the right channel for millions of individuals. IBM does this by drawing upon behaviors, preferences, past interactions and the context of the current interaction, reducing customer fatigue and improving responses to marketing and increasing marketing ROI.

The solution empowers the marketing department to break down organizational silos by providing a view of all marketing efforts across the organization and aligning resources, budgets and marketing efforts to objectives. And by sharing the building blocks of campaigns, such as offers, segments and assets across all perspective touches, your company can provide a consistent experience to the customer across channels while streamlining marketing efforts.

Comprehensive solution capabilities enable marketers in three key marketing requirements to implement an omni-channel marketing solution:

Understand

In order to implement an omni-channel marketing strategy, marketers must understand the customer as an individual across all channels—whether inbound or outbound, in digital and traditional channels, including how they interact or the devices with which they interact with each channel.

- Gain a complete, robust interaction history that tracks each marketing touch, contact and response (or non-response) and customer profile
- Detect patterns and events in transactional and other streams of data that indicate that a key event has occurred in a customer's lifecycle, making them more receptive to the right offers
- Explore customer data through visual exploration, "slicing and dicing" to identify opportunities—and then take action immediately
- Determine causality and understand marketing touch attribution—what's working and what's not—through a combination of rules and algorithms to the interaction history

Engage

In today's omni-channel marketing world, there are many places where the customer may engage with your organization or be engaged with—on a screen, over the phone, in person, through a printed page or in multiple combinations of the physical and digital. The IBM solution can support any of those channels:

- Outbound multi-wave campaign management selects personalized, relevant marketing messages to be delivered to customers across all outbound channels, including email, direct mail, mobile messaging and more
- Real-time interaction management determines, in real time, the right message to present in inbound marketing channels during live customer interactions, such as on websites, in call centers, on mobile properties, at the POS, ATM, or kiosk and more
- Enable local marketing teams to engage by building contact strategies and execute campaigns, while corporate or headquarters marketing teams retain the necessary oversight and control
- Compose and deliver emails, mobile messages and notifications, forms and surveys helping marketers design and measure the efficacy of their digital marketing messages
- Deliver quality leads to salespeople, partners and other field personnel, then make sure action is taken in a timely manner
- Create campaign lists in any format, including mail-ready files, for easy consumption by third-party vendors handling outbound message fulfillment
- Connect easily with customer touchpoints (website, call center systems, mobile apps, social media pages and more) to capture real-time contextual information and deliver offers to be presented immediately during a current interactive session

Optimize

The IBM Omni-Channel Marketing solution then enables marketers to use the collected and analyzed customer data to decide what message or offer each customer should be presented with next, and through what communication channel.

Predictive analytics empowers marketers to build predictive models on their own, without help from statisticians, to improve the results of all their marketing programs. Optimize each touch with the right offer for each customer while balancing marketing goals, contact preferences and other business constraints through contact optimization.

Not only does the solution optimize customer interactions —it allows marketers to optimize their internal processes and maximize the marketing spend using the following capabilities:

- Capture marketing plans and budgets, from high-level strategies to specific campaign objectives and tactics, and track expenses as plans are executed
- Workflow and project management capabilities keep all processes on track, from projects to approvals, reminding task owners of due dates and reporting statuses back to managers
- Performance reporting and calendars provide visibility into marketing activities and their results, putting important details at users' fingertips
- Centralize market assets such as creative work and images, making them easy to track, find and reuse and distribute assets for collaborative reviews and approvals

Achieve real results with the IBM Omni-Channel Marketing solution

Marketers using the IBM Omni-Channel Marketing solution have realized dramatic results that greatly impact their marketing success. Typical results of implementing Omni-Channel Marketing include:

- Customer value, retention and loyalty up 10-20 percent
- Response rates up from 10-50 percent
- Marketing ROI up 100 percent or more
- Marketing costs cut by 25 percent
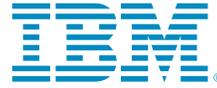- Cycle times cut by 75 percent

Omni-Channel Marketing reflects the IBM experience supporting the marketing function in thousands of marketing organizations around the world. While many companies offer solutions that support fragments of omni-channel marketing (that is, a portion of an omni-channel marketing strategy), IBM is the leading marketing solution provider with the software and experience required to truly make omni-channel marketing a reality—enabling your organization to attract, delight and maximize the life-time value of customers.

About IBM Marketing Solutions

IBM Marketing Solutions helps you attract, delight and grow the loyalty of customers by enriching the ways you engage each of them. IBM Marketing Solutions provides a set of integrated customer engagement solutions that empower marketing, commerce and customer service teams to identify the customers and moments that matter most, and to rapidly apply those insights to develop and deliver personally rewarding brand experiences. IBM Marketing Solutions ignites innovation by leveraging patterns of success from more than 8,000 client engagements, original industry research, and products consistently recognized as industry leaders in major analyst reports. IBM Marketing Solutions is delivered in cloud, on premises, and in hybrid options.

For more information

To learn more about IBM Marketing Solutions, please contact your IBM representative or IBM Business Partner, or visit the following website: **ibm.com**/marketing.

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