

IBM Cognitive Engagement

**Watson Marketing | Watson Supply Chain | Watson Commerce**

# Watson Customer Experience Analytics

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# Digital isn't just a channel anymore...

IBM

Complex interactions increase risk of **customer struggle**.

Idle moments become **fragmented sessions**.

Customer journeys span **multiple devices and channels**.

Customer journeys include **inconsistent experiences**.



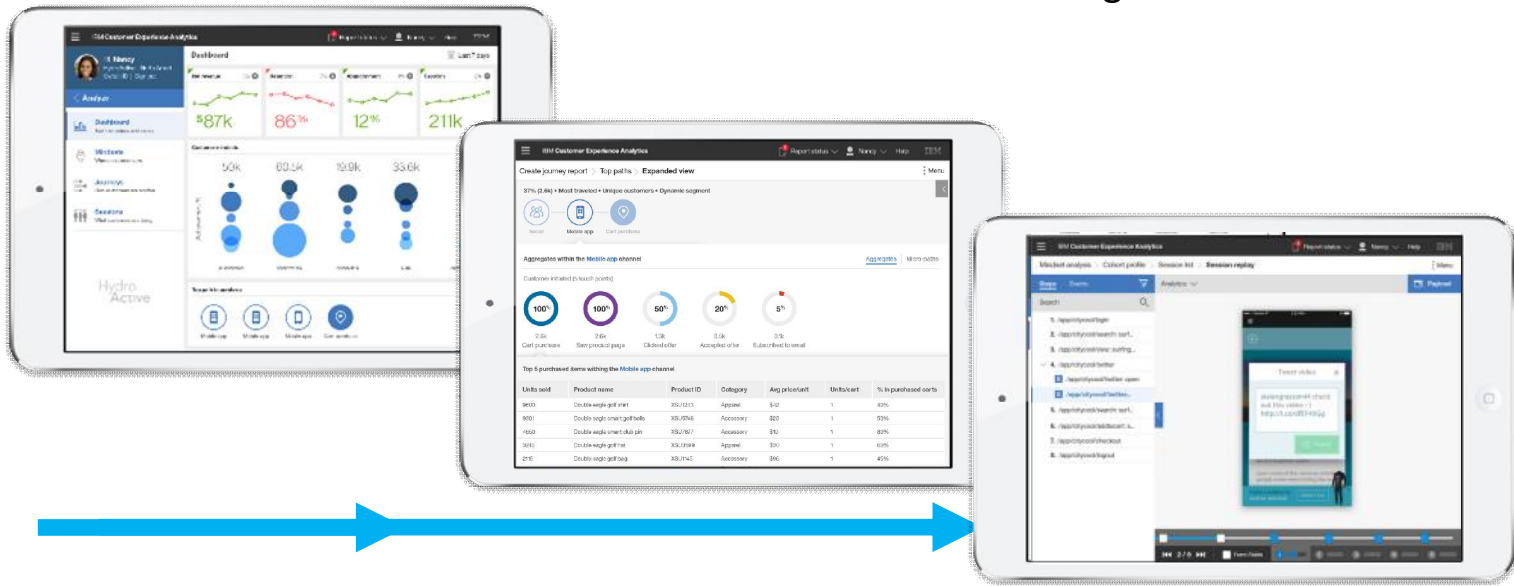
...Understand Customers  
Across Time, Channels, Devices

# Go from question to decision in minutes

Start with role based dashboards to highlight KPIs and anomalies

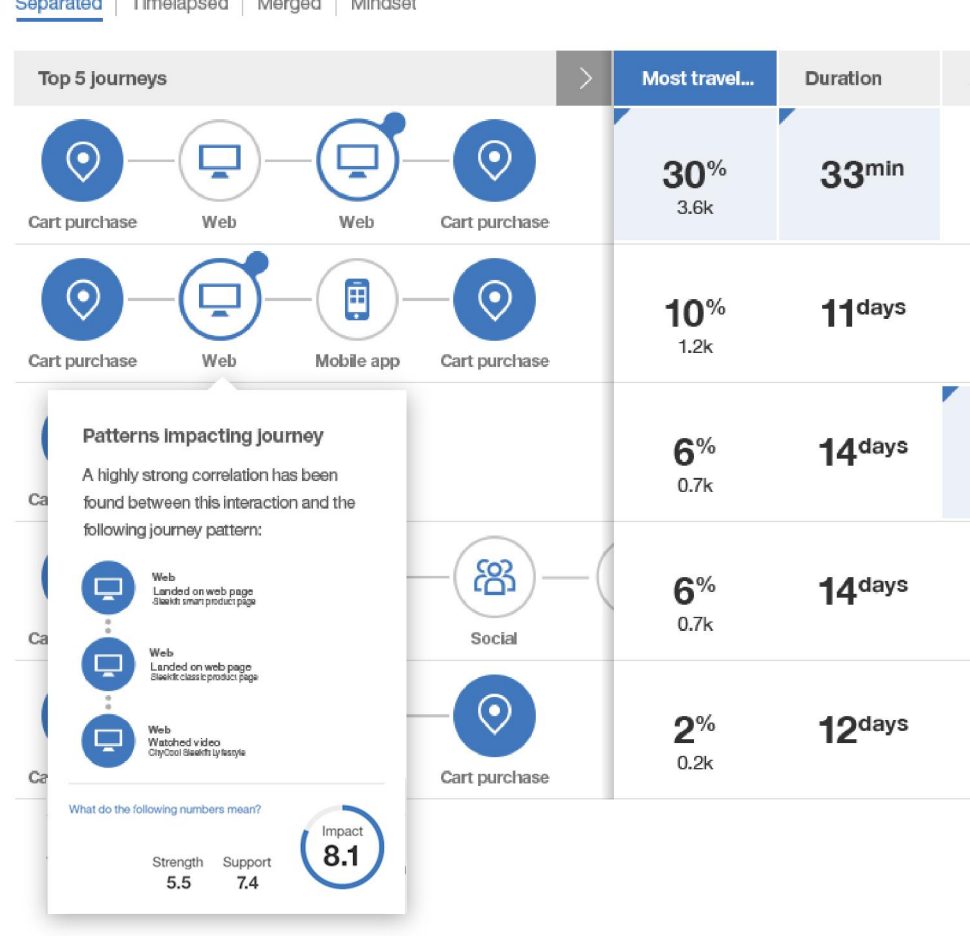
Narrow results down to key journeys based on outcomes and goals

Zoom in and out to answer questions and determine root cause in a single interface



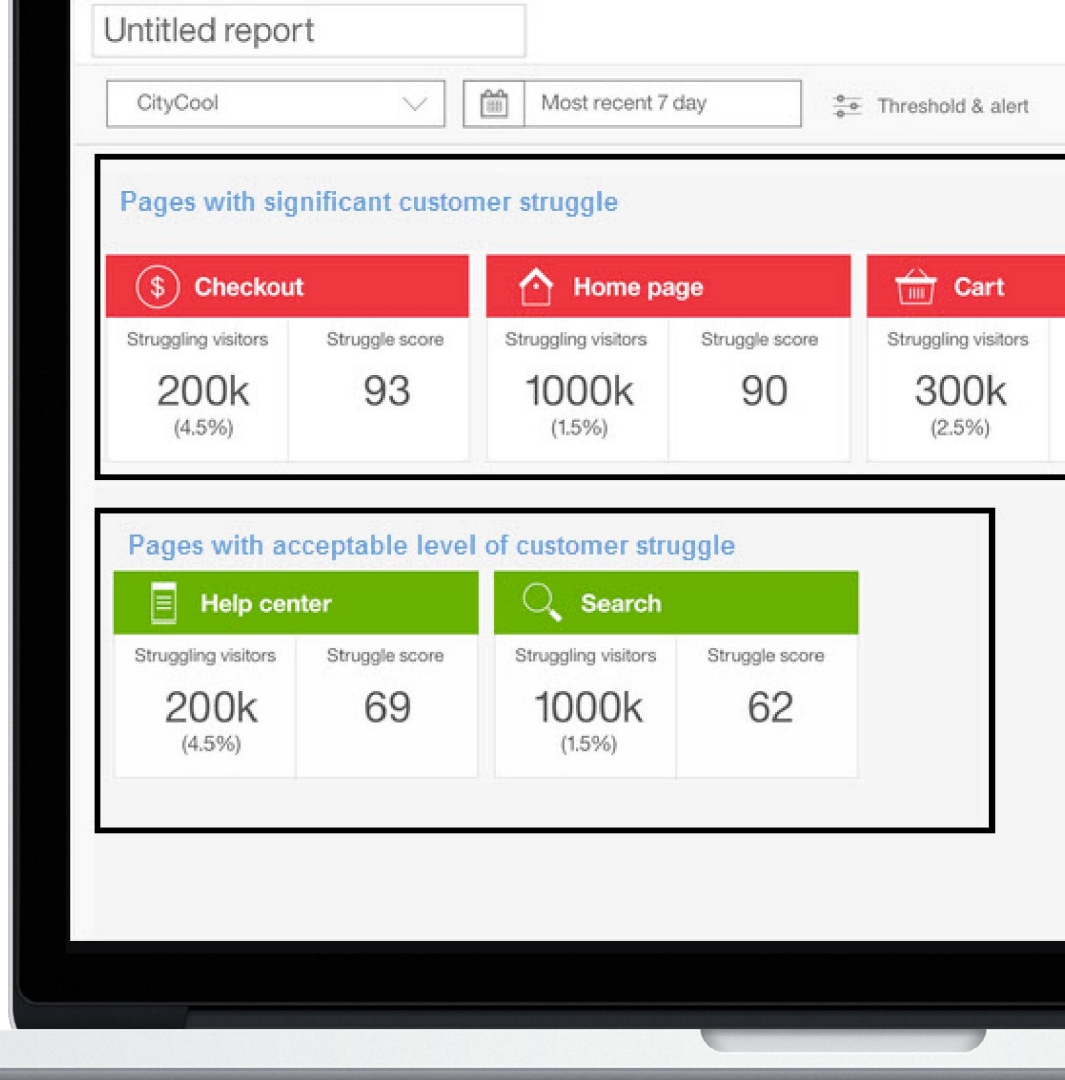
# Watson Customer Experience Analytics

- ✦ **Unearth** user behavior patterns to improve customer experience
- ✦ Unlock meaning in customer data & speeds time to action with cognitive capabilities
- ✦ Unite organizations around the customer with visibility across channels



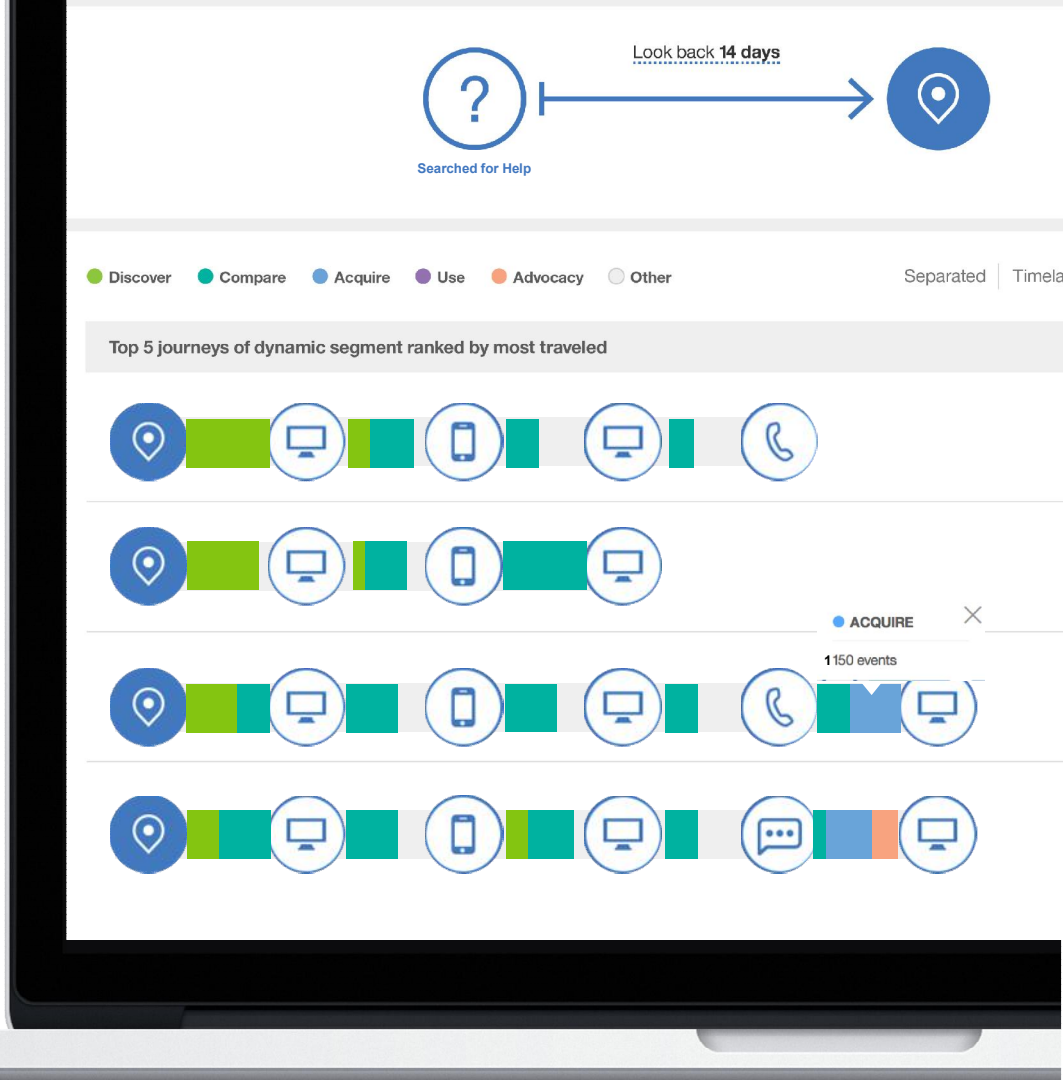
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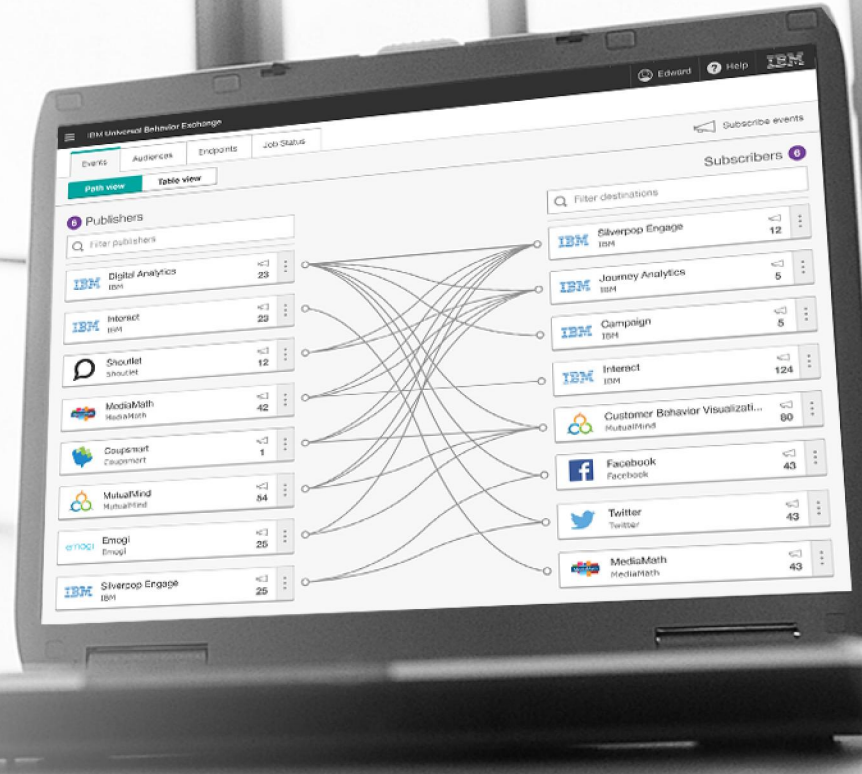
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# Unleash your real time data once...

- ✦ Centrally integrate email, mobile, display, social, CRM, Call Center, POS and more
- ✦ Track journeys across all these interactions
- ✦ Use audiences to filter those journeys
- ✦ Activate insights into the entire ecosystem via event & audience syndication



# Think journey analysis might help your business?

Visit us at the IBM exhibitor table to:

- See a Watson Customer Experience Analytics demo
- Read: 5 Best Practices for Understanding Customer Journeys
- Receive IBM swag

To learn more:  
[ibm.com/cxanalytics](https://ibm.com/cxanalytics)