

# Watson Customer Engagement

Watson Marketing | Watson Commerce | Watson Supply Chain

## Watson Customer Experience Analytics

May 2017

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



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

Customer journeys include **inconsistent experiences**.

Idle moments become **fragmented sessions**.

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

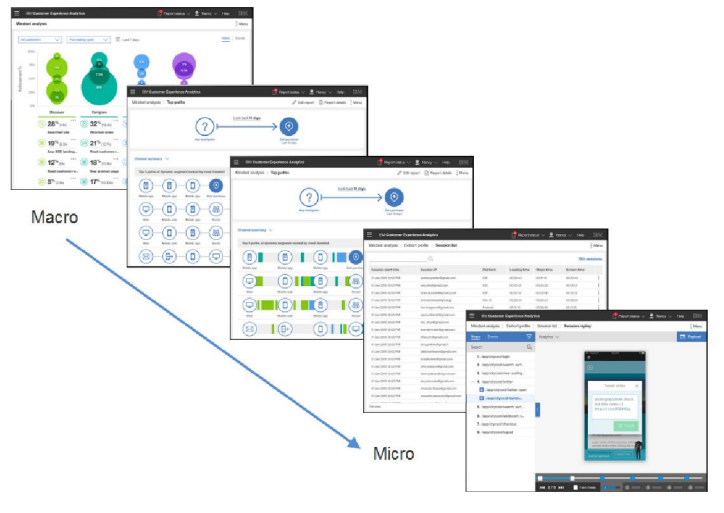


...Understand Customers  
Across Time, Channels, Devices

# Get a holistic view of your customer's experience...

*Visualize a holistic view of the customer journey*

*Macro to micro customer view*



*Relive customer experiences*

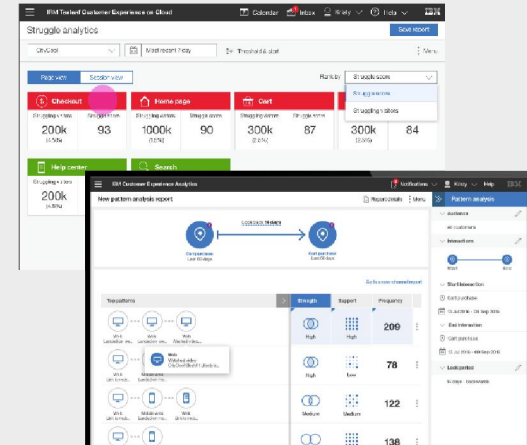
IBM Toolset Customer Experience on Cloud

Struggle analytics

CityView | Most recent 7 day | Threshold: 4 stars

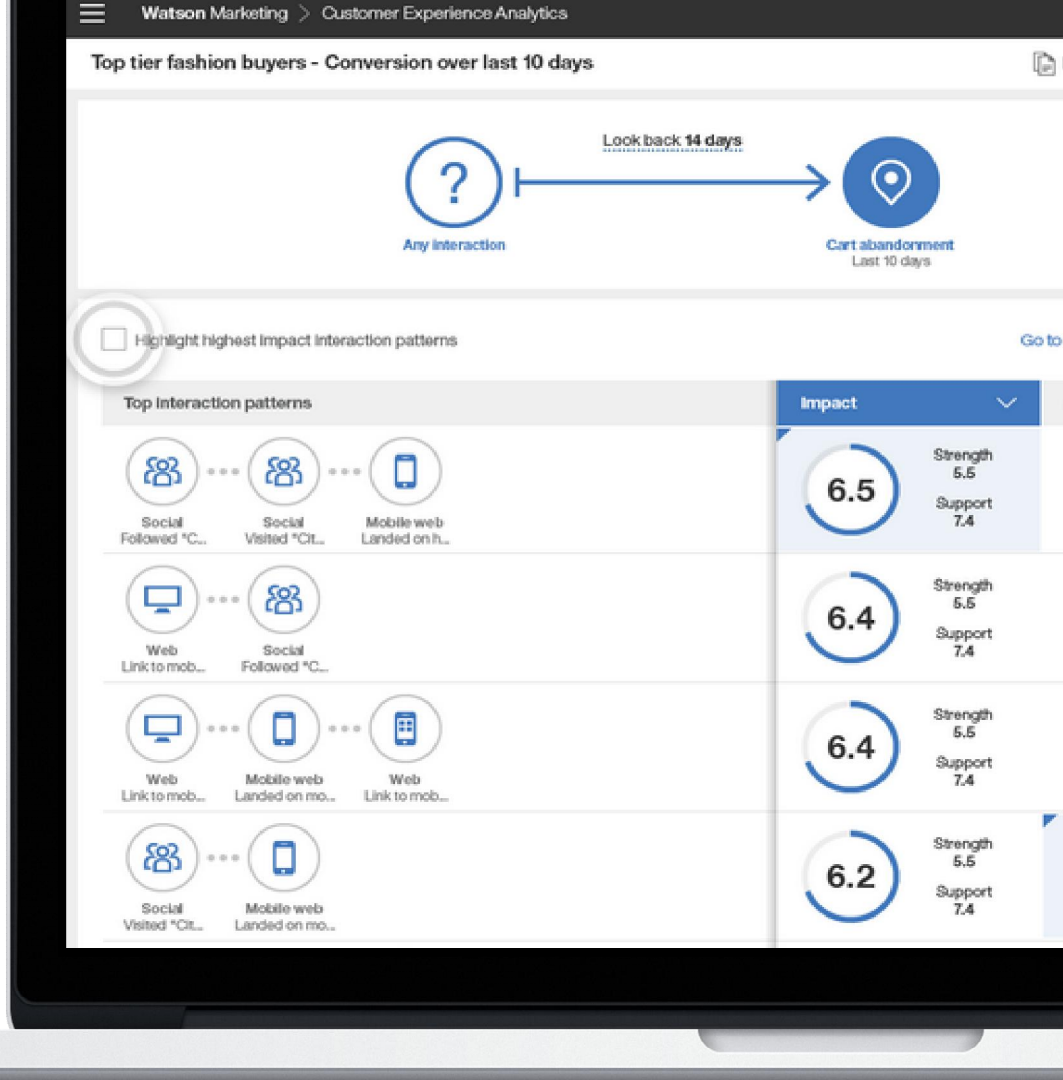
Session ID	Struggle score	Causes of struggle	User ID
FCB2887CDD4834D0FHIL4	99	Product - checkout: 6	rtalae@bn.ibm.com
FCB2887CDD4834D0FHIL4	98	Product - checkout: 6	rtalae@bn.ibm.com
FCB2887CDD4834D0FHIL4	97	Homepage - search: 4	rtalae@bn.ibm.com
FCB2887CDD4834D0FHIL4	97	Homepage - search: 4	rtalae@bn.ibm.com
FCB2887CDD4834D0FHIL4	96	Homepage - search: 4	rtalae@bn.ibm.com
FCB2887CDD4834D0FHIL4	95	Homepage - search: 4	rtalae@bn.ibm.com
FCB2887CDD4834D0FHIL4	95	Homepage - search: 4	rtalae@bn.ibm.com
FCB2887CDD4834D0FHIL4	94	Homepage - search: 4	rtalae@bn.ibm.com
FCB2887CDD4834D0FHIL4	94	Homepage - search: 4	rtalae@bn.ibm.com

*Be a step ahead with cognitive computing*



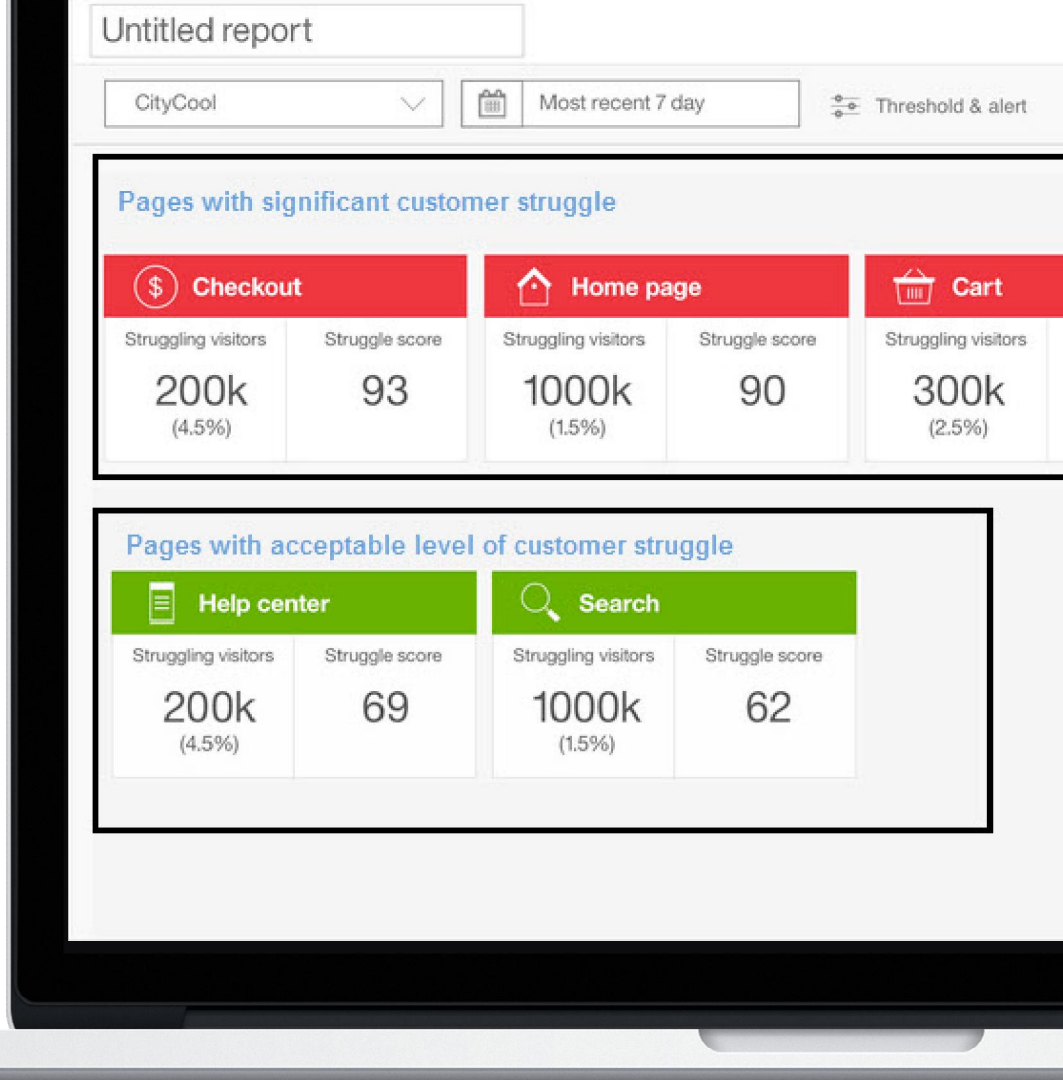
# Watson Customer Experience Analytics

- ✦ **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



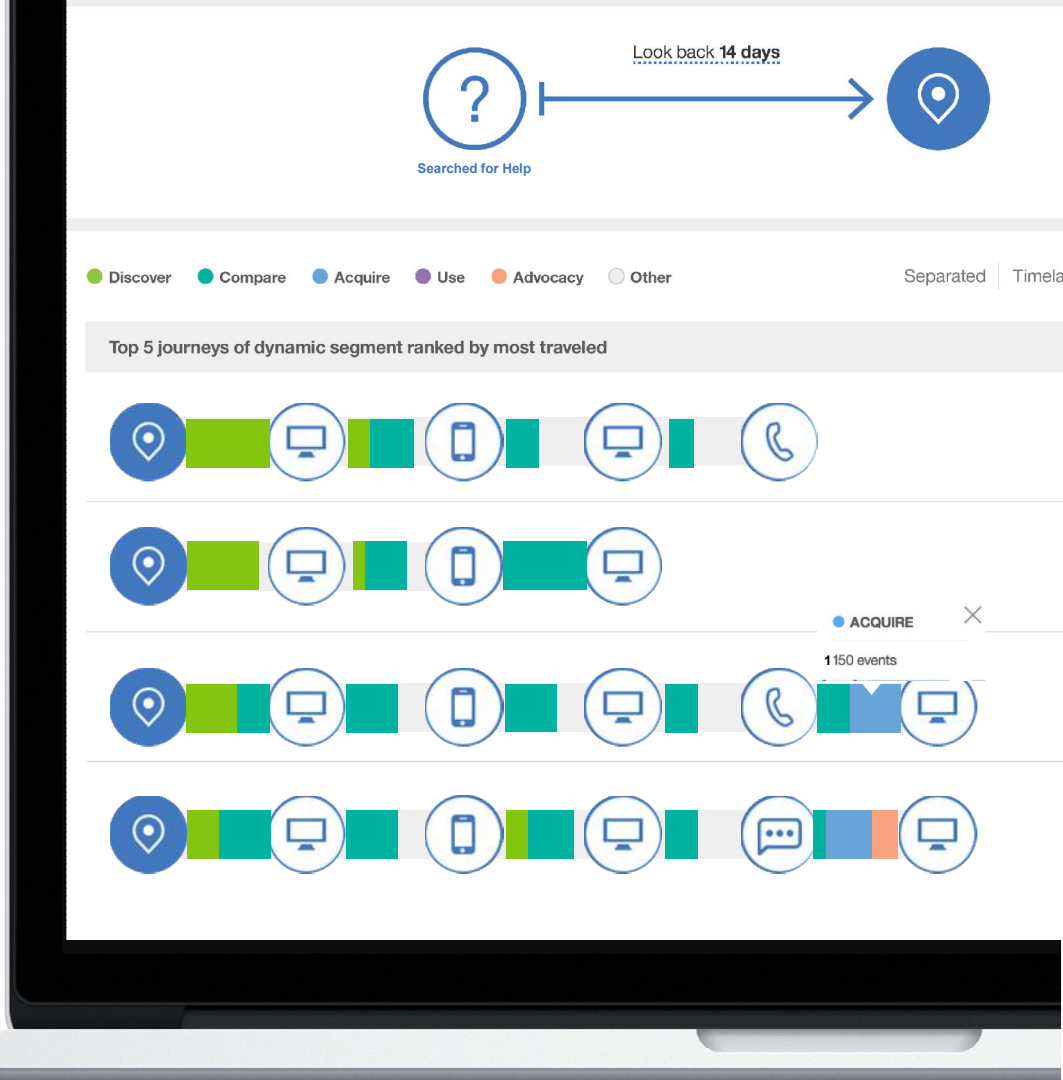
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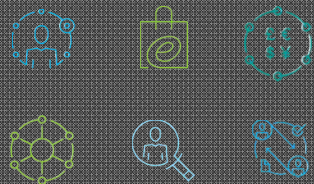




# IBM UBX SYNDICATES EVENTS AND AUDIENCES ACROSS YOUR MARKETING ECOSYSTEM

## Publishers

Watson Customer Engagement



Send Audiences



Send Events



- Event Publishing
- Event Subscription
- Event Syndication
- Audience Publishing
- Audience Syndication
- Identity Service

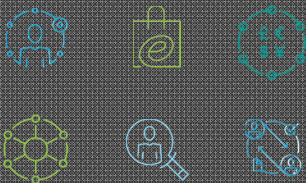
Get Audiences



Get Events

## Subscribers

Watson Customer Engagement



## Watson Customer Engagement

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# 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)