

Understanding your customer's lifecycle journey

Shorten digital purchase cycles by solving conversion struggles



Customers are digital

Understanding customer behavior across multiple devices and marketing channels is not easy. Customers today are highly digital savvy, and 92 percent of consumers research online before making a purchase. Customers also expect faster response from companies (five minutes or less on social media). However, IBM and Econsultancy reports that 91 percent of businesses do not have a good understanding of why visitors leave their digital properties without converting. In addition, 58 percent of companies have little insight into how site usability impacts conversion.

Businesses rely heavily on web analytics for analyzing the visitor journey across their digital properties. In most cases, web analytics is about analyzing data to identify standard metrics patterns through clickstream, pathing and funnel analysis. The quantitative data from web analytics does not provide insights into the customer's journey across all digital properties. Stitching together a complete picture of the user experience across all device types is also a challenge for businesses.

Infusing social media and customer feedback data into digital analytics provides a little more context to the quantitative data set, although it can never give a full view of the customer experience. This clearly makes it difficult for businesses to get useful insights on revenue, sales, and customer experience over the long run.

IBM ExperienceOne Customer Analytics Solution

IBM has been doing an extensive qualitative and quantitative study across thousands of CxOs in hundreds of big and small organizations. The purpose of this study is to understand the vision, strategy, pain points and goals of leading organizations across the globe. The outcomes of this study demonstrated that the practice of marketing is changing, not just at the communication level or the strategy level, but at the marketing organizational level.

Marketers have always been responsible for knowing who their customers are. Now, they need to know each customer at the individual level, in context. In the past, marketers defined what products to market and how to market them, but the customer is now in control. Marketing organizations must put the customer at the center of the offering by delivering relevant and rewarding experiences.

Based on this learning, IBM launched a new brand at our 2014 Smarter Commerce Summit. The new brand, called IBM ExperienceOne, is designed to deliver a unified value proposition of attracting customers, delighting them with exceptional experiences, and maximizing their lifetime value by providing continuous customer engagement using 10 proven solutions.

IBM Customer Analytics is a key component of the ExperienceOne portfolio. The Customer Analytics solution is designed to help businesses understand their customer's digital experience, buying behavior, digital journey, social attitude, and opinions, and predict possible outcomes.

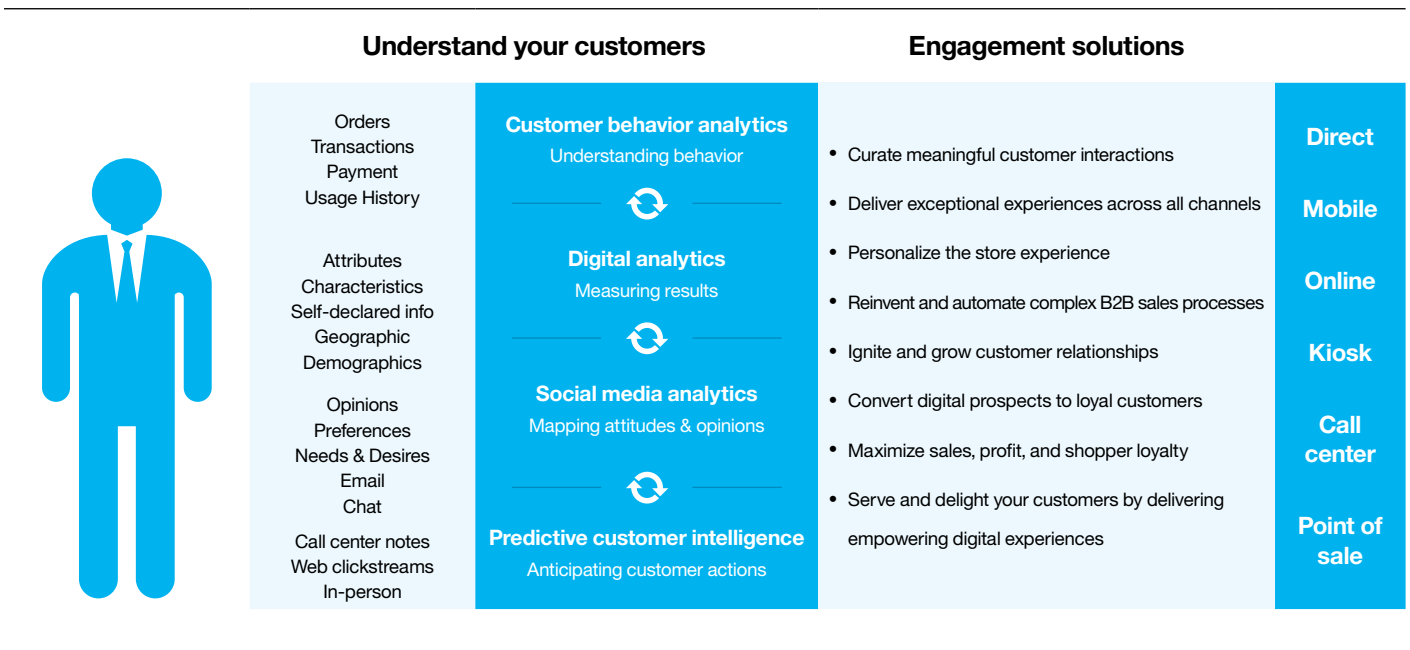


Figure 1: cxLifecycle—Lifecycle Analytics report

Introducing Tealeaf cxLifecycle

IBM Tealeaf cxLifecycle is the latest addition to the Customer Analytics solution set. cxLifecycle, which is now available to Tealeaf 9.0 customers (ask your Tealeaf sales rep about v9.0), allows businesses to run quantitative and qualitative customer analytics seamlessly. cxLifecycle offers three key benefits:

1. It helps you run deep dive quantitative, qualitative and behavioral analytics to understand your customer's progression across micro and macro conversion events.
2. It helps you influence your customer's journey across single and multiple buying cycles.
3. It helps you quantify customer experience struggles with your digital properties across multiple devices.

Customers like to interact with businesses using multiple devices, including desktops, tablets, and smartphones. A failed buying attempt on one device will be deemed a failure for the brand as a whole. In fact, 63 percent of buyers will never buy a product or service from a brand that does not offer a robust mobile experience.

cxLifecycle puts the Tealeaf user in the center of their customer analytics by offering three types of advanced analytical capabilities:

1. Lifecycle analytics: A typical web analytics solution will offer a basic recency/frequency report to understand the customer's journey. These reports provide limited insight on the customer's interaction with marketing activities, content, and devices at each

stage of the buying cycle. Moreover, these reports do not offer insights into the key metrics at each stage. Lifecycle analytics connects the dots between the conversion events (macro or micro), marketing campaigns, devices, products and sales with recency and frequency of visits in one report. In addition, Lifecycle reports also offer insights on the number of Tealeaf sessions and days it took to reach an event, a statistic referred to as lifecycle milestones.

2. Ad hoc analytics: Tealeaf is a great tool to run customer experience analysis on individual customer sessions. With cxLifecycle, Tealeaf users can now perform ad hoc analysis on the successful and unsuccessful sessions captured by Tealeaf. With one click, all the session data can be moved to the ad hoc reporting tool, where the data can be further

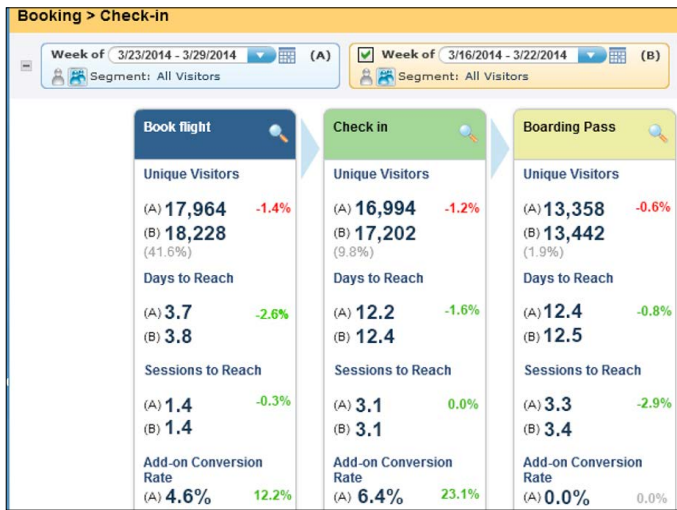


Figure 2: cxLifecycle—Lifecycle Analytics report

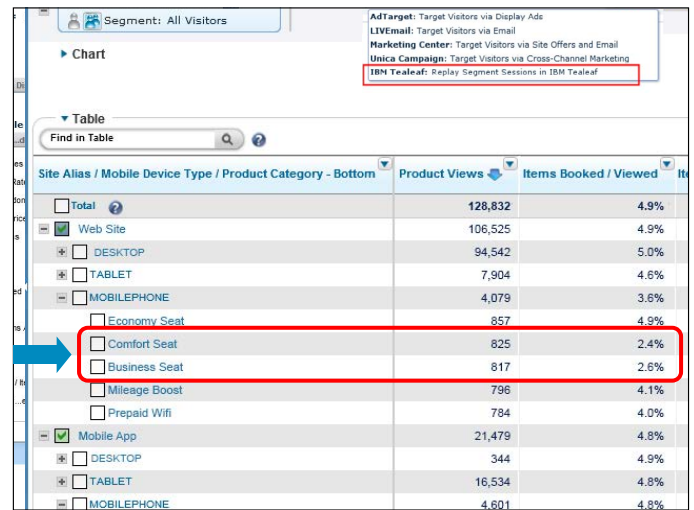


Figure 3: cxLifecycle—Lifecycle Analytics report

segmented by marketing channels, top pages, geography, devices, events, registration IDs, and many other attributes. This type of advanced segmentation allows business users to dissect the qualitative data and derive business insights.

Furthermore, businesses can run remarketing campaigns using IBM LIVEmail or IBM Ad Target to recover lost revenue from unsuccessful conversions.

3. Conversion analytics: Tealeaf provides intelligence on successful and unsuccessful conversions in great detail, including video replay of each session. Tealeaf users can now leverage cxLifecycle to quantify the business impact of these conversion events by stitching the customer sessions into one unique customer experience. Stitching multiple sessions provides context to the conversion journey and puts the visitor at the center of the action.

Without Stitching, Conversion Struggles


	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
DAY	"Let's go to Disney World!" 	Session 1 • Search • Prices • Options	Session 2 • Search • Refine	Price comparisons on other sites	Session 3 • Select flight • Save itinerary	Session 4 • Review flight, hotels, but no purchase
		Abandonment Talk about options and schedules	Abandonment Finalize flight preferences	Abandonment Confirm best price	Abandonment Discuss one more time—then sleep on it	Abandonment Session 5 • Book flight! Conversion
EVENING						

Figure 4: Tealeaf Analysis without cxLifecycle

One Unique Visitor With A Five-Day Sales Cycle

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
EVENING DAY	"Let's go to Disney World!" 			Price comparisons on other sites		
		Step	Step	Step	Step	Step
		Talk about options and schedules	Finalize flight preferences	Confirm that price is best	Discuss one more time- then sleep on it	Conversion

Figure 5: Tealeaf Analysis with cxLifecycle

Let's take an example of a buyer (see Figure 4) who is interested in purchasing a trip to Disney World. The buyer follows through a series of action items, including performing the search for the types of packages and doing price comparison before completing the purchase. In Tealeaf, this may look like multiple abandonment sessions and one conversion. The abandonment sessions will not be linked to the single buyer.

With cxLifecycle the entire purchase cycle can be connected to a single user (see above image). Instead of multiple abandonment sessions, the buying process will now be represented as multi step

conversion. cxLifecycle will arm customer analysts, digital programs managers, marketing and web analysts with advanced customer insights to accelerate the digital sales cycle.

Integrate quantitative and qualitative analytics

Quantitative web analytics provides limited information about the customer's journey across single and multiple buying cycles. Organizations can leverage cxLifecycle to get a complete view of the customer's progression. cxLifecycle is a closed-loop marketing and customer analytics solution to understand your customer's behavior and intent.

For more information

To learn more about IBM Customer Analytics solutions, please contact your IBM marketing representative or IBM Business Partner, or visit the following website:

ibm.com/software/analytics/rte/an/customer-analytics

About IBM ExperienceOne

IBM ExperienceOne helps you attract, delight and maximize the lifetime value of customers by enriching the ways you engage with each of them. Integrating marketing, commerce and digital solutions, only IBM ExperienceOne empowers marketing, merchandising, commerce and service leaders by providing customer engagement solutions focused on business outcomes.

For more information about IBM ExperienceOne visit the following website:

ibm.com/software/marketing-solutions/experienceone



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