

Change the way you see your customers

Share this page    

Table of contents

- ↓ Are you taking care of your most valuable customers?
- ↓ Loyalty programs leave a significant portion of their members unengaged
- ↓ Why aren't the right insights coming into focus?
- ↓ View your role as a marketer in a new light
- ↓ Sharpen your marketing vision
- ↓ Declare independence from traditional analytics
- ↓ Next steps

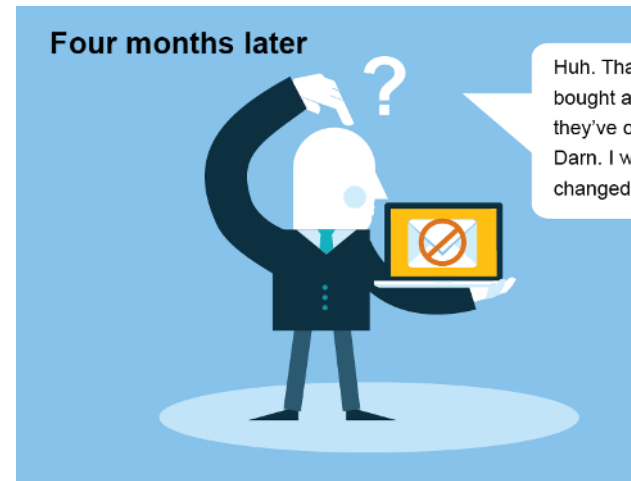
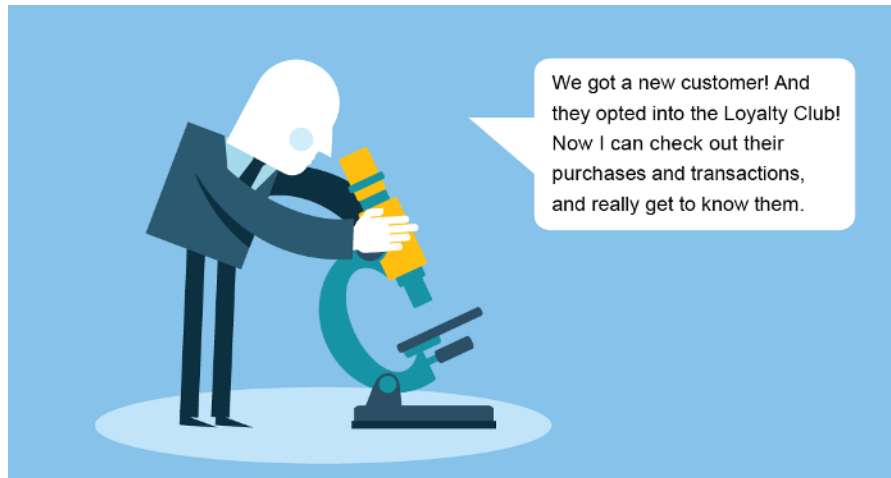
Are you taking care of your most valuable customers?

As a marketer, you intuitively know that some of your customers are long-term, loyal and profitable. You also know that others are a drain on your margins because they always go for the low-cost offer.

Naturally, you want to reinforce the first group so that they don't drop out—because once consumers switch to another brand, surveys show that 68 percent of them will not come back.¹ But if you can't see which customer is which, you can't care for them appropriately and proactively.

Loyalty programs leave a significant portion of their members un

While 63 percent of consumers participate in payments rewards programs, only 19 percent use rewards program that too many marketers take a less-than-proactive approach to managing their loyalty programs. Does this scen



Once a customer opts in, don't waste the opportunity. Use your loyalty program metrics and web analytics to track level of engagement with your brand. Follow up with actions and offers to deepen that relationship, not just maintain **all of your customer engagements to uncover the best relationship-building strategy for that particular customer, actions based on what is most likely to get a positive response.**

Why aren't the right insights coming into focus?

You have so much data sitting in so many different systems. The data scientists who could wrangle that data for you are overloaded with requests from across the company. And the analytics tools you have at your fingertips don't do it right, so you don't have the comprehensive and up-to-date understanding of your customers that you need. That makes it hard to get the right people at the right time.

According to an industry study, 92% of respondents use data and analytics for sales and marketing purposes.³

63%

of business-to-business companies polled said it takes too long to get meaningful reports and insights from their data.



33%

said data is not accurate, it's too difficult to make strategic and operations business decisions. It's difficult to do predictive modeling/forecasting with existing data and data models.⁴

Conclusion: **Marketers like you aren't getting what they need from their data because their tools aren't up to par.**

In addition, factors such as intensifying competition, soaring customer expectations and channel proliferation and data that is difficult to acquire, grow and retain customers. It's time to rethink marketing strategies and systems.

View your role as a marketer in a new light

What if you could become self-sufficient and get the cognitive insights you need delivered directly to your own, easy-to-use dashboard?



- No advanced skills required.
- Dynamic updates included.
- Insights configured and prioritized so you don't spend time seeking or interpreting unimportant and irrelevant data.
- Actionable outcomes configured for easy understanding, while allowing you to dive deeper if you like.
- Customer behaviors, trends and predictions revealed before your eyes, enabling you to target the right customers.

To get there, you need an analytics solution with three key features:



Rich, prepackaged customer analytics specifically designed for marketers



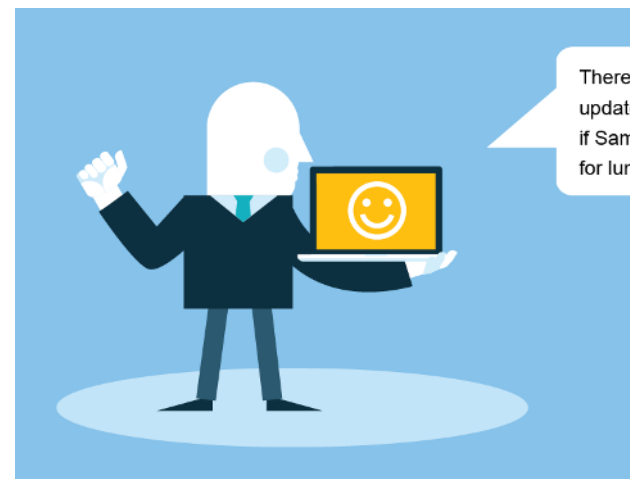
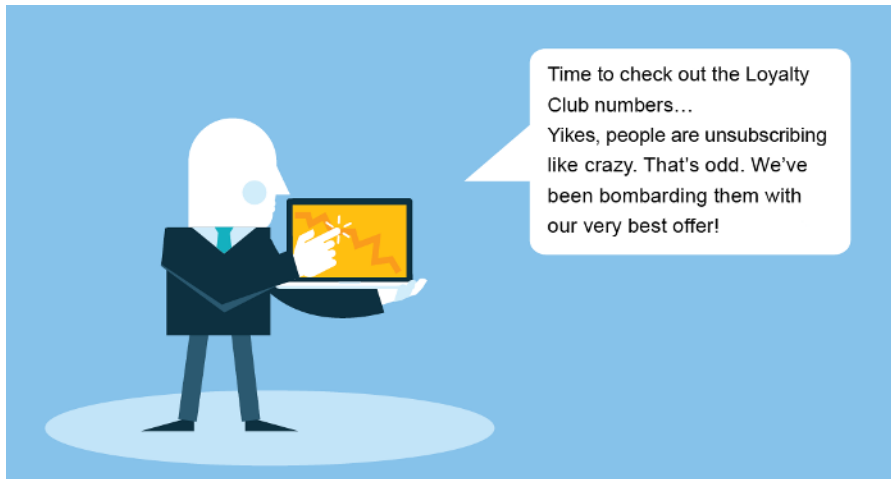
Cognitive recommendations for prioritized marketing campaigns



Cloud deployment, integrations, and seamless end action

With the right analytics tools, you have a clear path forward: dig into the customer list, re-tune it through an easy interface, and apply targeted marketing tactics to the particular customer cluster, and bring at-risk customers back into the fold. From the user-friendly interface, you can swiftly push those target lists into campaigns through your system of engagement.

Best of all, the cognitive technology in the solution “learns” as it analyzes more of your data, so you get results with pinpoint accuracy. The analytics solution generates an almost intimate understanding of customer characteristics that you can apply to that understanding into your marketing process.



Sharpen your marketing vision

See clearly and stay ahead

Understanding

- What are your customers' important characteristics and behaviors?

- Why do some customers leave, stay or change engagement level?
- What are the common attributes of a target customer? how do you find those attributes?

Anticipating

- Who is most at risk of leaving and why?
- Are you picking the right customers for a target market?
- Which customers are most valuable?

Taking action

- Group and segment customers in meaningful ways
- Translate insights into actionable, targeted strategies
- Incorporate a deep understanding of customer needs and preferences into daily work





Understand

Identify

Act

Active Customers: 90 Day Summary

Active customers



2.35M

Pulse score



78

Average CLTV



\$257

Average attrition score



34%

Engagement Score



67

Top Priority Insights

ENGAGEMENT

123,456 (5%) customers are likely to become **disengaged**

[More details](#)

ENGAGEMENT

492,574 (21%) customers are currently **disengaged**

[More details](#)

ATTRITION: CODE RED

45,436 (2%) customers have a **very high risk of attrition**

[More details](#)

ATTRITION: SPIKERS

15,364 (<1%) customers have a **suddenly elevated risk of attrition**

[More details](#)

ATTRITION

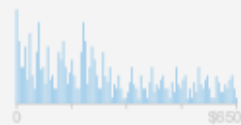
The top 1% of customers are free riders

This approach customizes risk of attrition

Active Customers: Snapshot

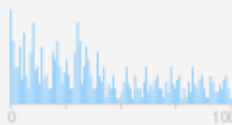
Key Metrics

Average Customer Lifetime Value (CLTV)



\$257 (USD)

Average Attrition score



34%

Engagement Segment Distribution

Highly engaged



93.8k

4% of active customers

Engaged



1.0M

43% of active customers

Opted-in



258.0k

11% of active customers

Reengaged



492.6k

21% of active customers

Advanced models in IBM Watson Marketing Insights continuously reveal new customer behaviors.

Declare independence from traditional analytics

IBM Watson® Marketing Insights delivers on this vision today. Now you can easily access pertinent customer insight data wranglers. **Leverage smart, predictive marketing to get ahead of customer attrition, rather than looking in the rearview mirror at customers who have already left.** Focus your efforts and precious investments on customers that have high

Next steps

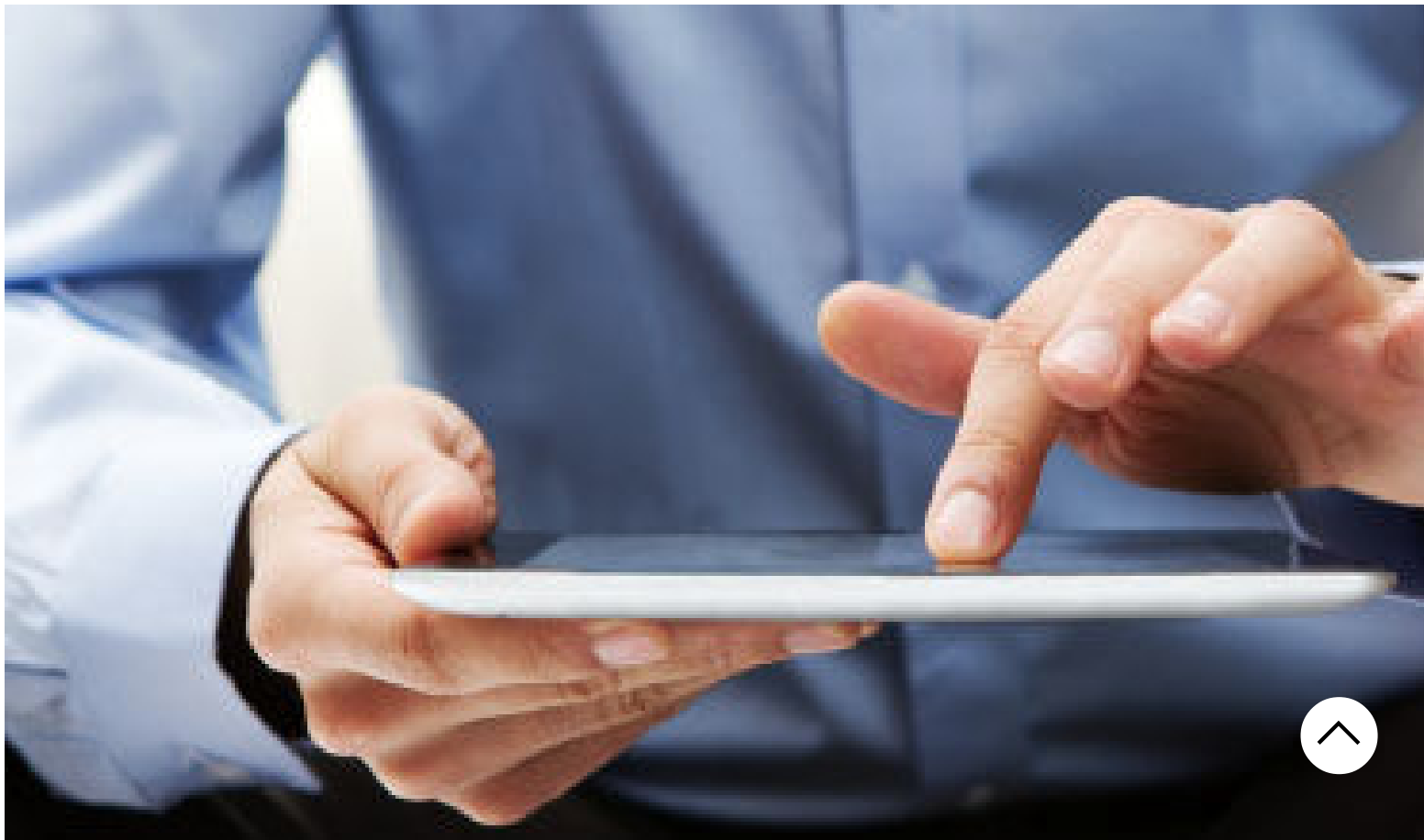




Find out more

Learn more about IBM Watson Marketing Insights and its advantages for marketing.

[Learn more](#)



Read the white paper

Check out our white paper on becoming a customer-centric organization.

Read now



Get the solution brief


See how IBM® solutions put high-impact customer insights at your fingertips.

Read now

Sources

¹ “Digital Disconnect in Customer Engagement,” Accenture Consulting, March 2016, <https://www.accenture.com/us-en/insight-digital-disconnect-in-customer-engagement#block-keyfindings> ↗

² “The Edge of a new Frontier: 2016 North America Consumer Digital Payments Survey,” Accenture Consulting, https://www.accenture.com/t20161013T024052__w_/us-en/_acnmedia/PDF-34/Accenture-2016-North-America-Consumer-Digital-Payments-Survey.pdf#zoom=50 (PDF, 2.8MB) ↗

³ "Going Beyond the Data — Turning Data from Insights into Value," KPMG, July 17, 2015, www.slideshare.net/kpmg/kpmg-going-beyond-the-data 2015 

⁴ "Analytics-As-A-Service Concept Test," Data Intensity and Researchscape International, June 2015, www.dataintensity.com/slow-to-deliver-value-for-most-companies

