

IBM transforme l'expérience client à l'ère du multicanal

IBM annonce des innovations logicielles qui permettront aux détaillants de délivrer une expérience client homogène quel que soit le canal de vente

Paris - 16 janv. 2013: IBM a dévoilé des nouvelles innovations dans le domaine du marketing et de la vente qui aideront les détaillants à offrir aux consommateurs une expérience client identique quel que soit le point de contact – depuis le magasin jusqu'à la boutique en ligne ou mobile. Un sondage mondial effectué par IBM auprès de 26 000 consommateurs, dont les résultats ont été présentés le 15 janvier 2013, révèle que 35% des consommateurs ont l'intention de diversifier les façons dont ils achètent les biens et les services dans le futur.

En effet, ils sont de plus en plus enclins aux achats tout aussi bien en ligne qu'en magasin en fonction de leurs besoins au moment de l'achat. Alors que plus de 80% des consommateurs ont choisi le magasin dans lequel ils ont fait leur dernier achat hors denrées alimentaires, seulement 50% se sont engagés à y revenir lors de leur prochain achat.

Afin de répondre à ces défis, IBM présente des nouveaux logiciels qui accompagnent cette montée en puissance du « client multicanal », ce type de consommateur qui achète à travers de multiples canaux et en attendent une expérience client identique.

Parmi ces nouveaux outils :

- De nouveaux logiciels d'eCommerce aidant les détaillants à délivrer une expérience d'achat plus efficace, plus personnalisée et plus rationalisée à leur client.
- De nouveaux logiciels provenant des laboratoires IBM qui prennent en compte les données des réseaux sociaux dans les paramètres des campagnes marketing afin de déterminer les canaux les plus efficaces.
- De nouveaux logiciels en mode Cloud Computing permettant aux marketeurs d'avoir une vue globale sur les habitudes d'achat et de consommation de leurs clients sur tous les canaux de distribution.

Infographies disponibles ici :

http://france.disruptionblog.com/ext/IBM-Infographies%20Smarter%20Commerce/IBM_Smarter%20Commerce_Infographic_FINAL.pdf

http://france.disruptionblog.com/ext/IBM-Infographies%20Smarter%20Commerce/Shopping_infographic_01-10-13s.pdf

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IBM Helps Retailers Deliver Consistent Brand Experience Across Expanding Consumer Buying Channels

Smarter Commerce Transforms Marketing, Sales into a service

National Retail Federation Convention, NEW YORK, January 15, 2013 – IBM today announced new marketing and sales innovations that will allow retailers to deliver a consistent shopping experience for consumers across multiple touch points -- from the store, mobile and online. [IBM's global survey](#) of 26,000 consumers announced today revealed that 35 percent of consumers are considering diversifying the way they buy goods and services in the future.

To meet these rising demands, IBM is introducing new software that serves the rise of the so-called "omni-channel shopper," those consumers who shop multiple channels and expect a consistent sales and marketing experience.

As part of the Smarter Commerce Initiative, IBM is helping retailers serve these consumers so they can shop where, when and how they want, quickly finding and purchasing the products they want, all the time viewing the retailer's interactions with them as a service.

CMOs, CIO's and e-commerce leaders are striving to better understand their most effective sales and marketing strategies. Their goal is to increase sales by growing average order values, conversion rates and cart sizes.

IBM's new marketing and sales technologies help achieve these goals by gaining insights into all customer interactions, buying patterns and purchases across mobile, social, online, call center, email and offline.

They include:

- New eCommerce software that helps retailers provide consumers with a more efficient, streamlined and personalized shopping experience.
- New software made in IBM Labs that incorporates social media data into campaign metrics to tell sellers which channels are the most effective.
- New cloud computing software that helps marketers analyze real-time and historic data on buying patterns and purchases and across all buying preferences.

"As evidenced in [IBM's Digital Analytics Benchmark](#), the retail industry and consumer habits are changing faster than anyone could predict," said Craig Hayman, General Manager, Industry Solutions, IBM. "The digital experience is influencing changes in the store and online and the winners are those that are making omni-channel retailing a reality today from pre-sale to post-sales service."

IBM is working with leading retailers around the globe, helping them deliver Smarter Commerce experiences to their customers, including Cabelas, Cavender's, Family Dollar, Office Depot, and SHOP.CA.

"To be Canada's number one online shopping destination, SHOP.CA must make online shopping fun and engaging. Using IBM's new merchandising features, we can present personalized offers and promotions as well

as influence search results dynamically, driven by customer activity on the site,” said Gary Black, Chief Technology Officer, SHOP.CA. “By helping customers find popular items faster and enabling them to discover new products easily, which they can immediately share with their social network, SHOP.CA hopes to create customer loyalty as well as drive online sales growth.”

IBM market research shows that what happens after the sale is as critical to a retailer's brand relationship with a customer as the sale itself. Most customers believe that a retailer's ability to deliver a strong post-purchase experience -- services that span product shipment, delivery installation, customer support, problem resolution and returns -- is a key factor in influencing them to recommend the merchant to others. IBM believes insightful services based on buyer preferences are crucial to sustaining and improving brand loyalty.

IBM Omni-Channel Innovations Elevate Store Experience

At NRF this week, Toshiba Global Commerce Solutions, the world leader in point of sale (POS) systems, is introducing Toshiba TCxGravity, the first retail store application that gives consumers a true omni-channel experience, in and out of the store. TCxGravity works in conjunction with IBM's order management technology to deliver the industry's first comprehensive view of data from all channels at the point of checkout for better customer service. Details can be found [here](#).

Together, Toshiba and IBM are overcoming a key challenge retailers face in providing consumers and store employees with access to information from all channels and across the entire order lifecycle. IBM's order management solution enables retailers using Toshiba TCxGravity to deliver innovative services, such as offering products and services based on a customer's order history, manage an order taken from another channel, and offer alternatives to out-of-stock items and store merchandise pick-up.

The new eCommerce software introduced today from IBM includes new analytics tools for merchandisers that improves the customer experience by integrating merchandising and search together to deliver more relevant search results and product recommendations. In addition, IBM continues to extend its eCommerce offerings by integrating key technologies from its recent acquisitions, such as Worklight and TeaLeaf, to deliver a richer mobile experience and a more streamlined customer experience through better customer insight. Together, these capabilities are designed to improve conversion rates and reduce cart abandonment, leading to revenue growth and stronger profits.

New Real-time Marketing Analytics Help CMOs Personalize the Buying Experience

Today, IBM introduced new real-time decision-making capabilities to its cross channel marketing and digital marketing optimization offerings. These new capabilities give marketers a holistic view of customer buying patterns and purchases over time -- what they viewed, purchased and how much they spent -- across channels.

Retailers can then combine this historical data with real-time activity to present product recommendations at prices that are in-line with the budget of each customer, which now supports an expanded network of partners. Through the Digital Data Exchange, retailers can easily collect and share real-time behavioral data with a growing network of third-party services to create richer customer profiles that result in more personalized experiences.

This new version also makes it easier for marketers and merchandisers to understand their most effective channels and campaigns by gauging the influence that each has on the buying decisions. For example, IBM is introducing IBM Attribution Modeler. Made in IBM labs, Attribution Modeler is the first technology offering of its kind, helping clients measure their most effective sales channels. It provides a complete view of all campaign activities and responses by each customer – across mobile, social, online, call center, email and offline.

For more information, visit IBM Smarter Commerce at:

www.ibm.com/smarterplanet/us/en/smarter_commerce/overview/index.html

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IBM Survey: Shoppers Poised to Dramatically Expand Purchasing Power Beyond the Store

One-third consider options other than the store for next purchase; Showrooming drives 50 percent of online sales

ARMONK, NY -- January 15, 2013 -- A new IBM (NYSE: [IBM](#)) [study](#) of 26,000 global consumers released today at the 2013 National Retail Federation convention (#IBM NRF) found they are diversifying the way they shop for and acquire goods, becoming increasingly open to buying both online and in-store depending on their needs at time of purchase. While more than 80 percent of shoppers chose the store to make their last non-grocery purchase, only half are committed to returning there next time they buy.

IBM's research finds that consumers are in a transitional state. According to the study, 35 percent are unsure whether they would next shop at a store or online. Nine percent are ready to commit to making future purchases online. Of all eight product categories tracked in the survey, the two most popular categories chosen by consumers for an online shift are consumer electronics and luxury items, including jewelry and designer apparel.

"Today's consumer is sophisticated and opportunistic, navigating between store and online environments interchangeably to meet their shopping needs of the moment," said Jill Puleri, Global Retail Leader, IBM Global Business Services. "To satisfy clients, retailers must deliver a consistent, convenient shopping experience across each consumer touch point, extending from the store to online and back again. The key is using data and analytics to better understand the behavior and preferences of shoppers to close the sale."

Understanding the Challenge and Opportunity of Showrooming

The IBM study also found that nearly half of online purchases in studied categories resulted from "showrooming," a burgeoning trend in which consumers browse goods at a store, but ultimately buy them online.

Significantly, nearly a quarter of these online shoppers intended to buy their item in the store, but ultimately purchased online – primarily due to price and convenience.

Retailers must better connect their store and online presence to capture the sale to showroomers. Today, online-only retailers account for one-third of showroomer purchases.

Younger, male and affluent shoppers are most likely to showroom. Although a global phenomenon, there is a higher incidence of showrooming in China (26 percent) and India (13 percent) than the U.S. (7 percent), for example.

Strategies for Success

The IBM study reveals that [consumers](#) are seeking a truly integrated shopping experience. Retailers must better connect their online and physical stores, blending benefits into both at various points in the shopping cycle -- from research to purchase -- to build brand loyalty and repeat sales. In the store, retailers must infuse digital experiences, enable store associates with the technology to save the sale and embrace consumer-owned technology. Online, retailers must optimize their websites for various devices. The IBM Digital Analytics [benchmark](#) found that 70 percent more consumers used a mobile device to visit a retailer's site on Cyber Monday in 2012 than 2011. However, today's study found that only 3 percent of shoppers are using retailers' mobile apps.

IBM Retail Analytics solutions can provide the fact-based insight retailers need to treat each consumer as an individual, meeting their growing expectation for personalization. [Analytics](#) can also be used to identify why showroomers are shifting purchases online so retailers can act and adjust accordingly.

IBM researchers have been working on innovations that will improve the shopping experience -- both in store and out. Last week, IBM [announced](#) that it was the leading recipient of U.S. patents in 2012, marking the company's 20th consecutive year as the world's most inventive company. IBM's 2012 patents include innovations for retail, including a patent that would allow consumers to identify a product using just a photo and a patent to enable retailers to capture in 3D the movement of a consumer as they navigate the store in order to provide them a more personalized shopping experience.

For more information, visit www.ibm.com/ibv .

Follow the conversation at #IBM NRF.
