



Highlights

- Create a personalized experience for every customer.
 - Enhance operational decision-making.
 - Increase cross-sell, up-sell and retention.
 - Leverage all of your customer data.
 - Improve results of future interactions.
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Build Better Customer Relationships One Interaction at a Time

Whenever people contact your call center or visit your Web site, you have an opportunity to strengthen your relationship with them. IBM SPSS Decision Management for Customer Interactions helps you retain customers, grow revenue and drive profits by creating a personalized experience for every customer and prospect - whether they interact with you by phone, Web, point-of-sale or e-mail.

Decision Management for Customer Interactions combines the power of predictive analytics and business logic to empower business managers to anticipate and act on customer behavior in real time. With it, users can quickly and easily determine which inbound interactions are the best candidates for an up-sell, cross-sell or retention offer - and then deploy personalized, real-time recommendations that have the greatest likelihood of acceptance by the customer. It gives business managers greater control over the priorities that impact them directly, and ensures the best possible results for both your customers and your company.

Provide accurate offers instantly

Decision Management for Customer Interactions leverages all of your customer information - including transactions, purchases, call histories and Web site visits - to recommend the best action your staff should take. Real-time technology enables the software to make recommendations based on the most up-to-date customer information available, including information from other channels, back office systems and real-time information entered by the agent.



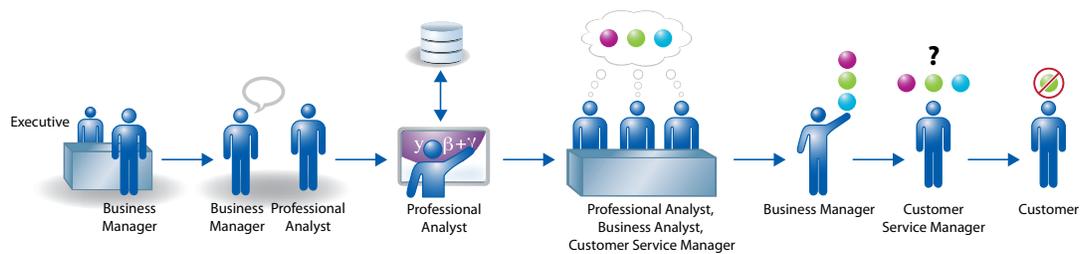
For example, if a high-value customer calls or visits your Web site to complain about a product or service, IBM SPSS Decision Management for Customer Interactions may predict, based on the customer's data, that the individual is likely to leave. The information about the complaint, combined with the customer's history, can be used to create a customized retention offer on the spot. This offer can change depending on how the customer behaves or responds, and new information about the customer or prospect can be used to refine your customer profile and improve future interactions.

Cablecom, a Swiss-based telecommunications provider, leveraged IBM SPSS decision management software and succeeded in reducing customer churn from 19 percent to 2 percent, according to a recent Nucleus Research case study. The telecommunications company surveyed customers at critical interaction points, used the survey results to build models that predicted satisfaction levels, and created and executed campaigns aimed at retaining at-risk customers.

Easily adapt to business and customer needs

Business managers may want to adjust the types of offers made to call center customers, modify Web-based campaigns in response to a competitor's price change, or reserve specific offers for their highest-value customers or those most likely to churn. In each case, the changes must be made quickly to avoid missing out on a valuable opportunity.

Figure 1: Typical customer interaction without Decision Management



In this scenario, the business manager is charged with increasing sales of value-added services to current customers. Because business input is not part of the analytical process, the manager goes to the professional analyst for help in identifying the best services to offer, and the analyst gathers the data and performs the analysis. The business manager, professional analyst and customer service manager then review the results and create a list of three potential offers that representatives can choose from. The customer service manager provides the script to the call center representative, who chooses an offer randomly. Because the offer isn't targeted, the customer declines it, and the interaction ends. There is no way to incorporate the result of the interaction into the analytical process to ensure that future offers more closely map to the needs of the customer.

Decision Management for Customer Interactions lets business users adjust priorities and refine offers and processes in real time, without relying on other departments. This means they can adapt guidance immediately to market pressures or operational needs, and see these changes implemented as quickly as the next interaction. They can also capture the results of their deployed models and campaigns, creating a closed loop of information that enables them to refine future offers and achieve progressively better results.

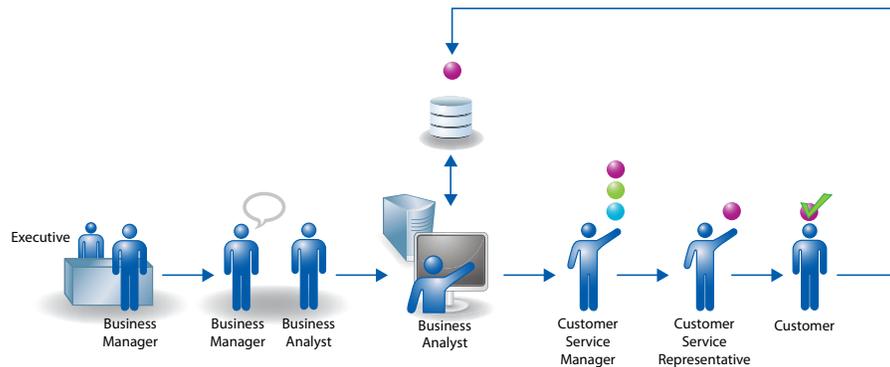
Financial services provider Fortis relies on decision management software to increase cross-sell and up-sell rates for its multi-channel CRM programs. By offering the “next best product” to each customer through its branches, Internet banking and contact center, the company has achieved a 16 percent acceptance rate and generated significant additional revenue while improving the efficiency of its customer service staff.

Optimize decisions to grow your business

In a world of higher customer expectations and global competition, it is critical for you to find ways to differentiate your business so that you can attract, grow and retain your valuable customers.

Real-time decision-making helps organizations in every industry realize significant improvements in sales and retention by providing a better overall customer experience. With Decision Management for Customer Interactions, you can see immediate improvements in customer response and satisfaction, as well as increased revenue. IBM SPSS software leverages your existing databases, systems and processes to deliver results quickly and generate a rapid return on investment.

Figure 2: Enhanced customer interaction using Decision Management



With Decision Management software, business managers and business analysts have more input into which inbound interactions are the best candidates for an up-sell, cross-sell or retention offer, based on customer information such as transactions, purchases, call histories and Web visits. A business analyst who understands business needs and goals analyzes the data and provides the customer service manager with targeted recommendations the customer is most likely to accept. While interacting with the customer, the call center representative receives real-time guidance on the best offer to make, and the customer accepts the offer. The results of the interaction are then fed back into the database, where they can be used to refine future offers and achieve progressively better results.

About SPSS, an IBM Company

SPSS, an IBM Company, is a leading global provider of predictive analytics software and solutions. The company's complete portfolio of products - data collection, statistics, modeling and deployment - captures people's attitudes and opinions, predicts outcomes of future customer interactions, and then acts on these insights by embedding analytics into business processes. IBM SPSS solutions address interconnected business objectives across an entire organization by focusing on the convergence of analytics, IT architecture and business process. Commercial, government and academic customers worldwide rely on IBM SPSS technology as a competitive advantage in attracting, retaining and growing customers, while reducing fraud and mitigating risk. SPSS was acquired by IBM in October 2009. For further information, or to reach a representative, visit www.spss.com.



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