

WATSON Goes to Work

(For You)

270
BILLION

customer calls are
handled annually¹

Nearly

50
PERCENT

of all incoming service
calls require escalation,
dispatch, or go
unresolved²

61
PERCENT

of customer calls could
have been resolved with
better access to
information³



INSURANCE

- In the past 12 months, approximately 1 in 6 customers have only interacted via digital channels. This is primarily driven by Gen Y customers, among whom more than 20% of recent interactions are digital only.¹
- Only 44% of health insurance customers and 54% of provider consumers actually tell anyone within a month of having a positive experience, compared to 70% of retail and 66% of banking customers.⁴



RETAIL

- Enterprises in the U.S. lose an estimated \$83 billion each year due to defections and abandoned purchases as a direct result of a poor experience.⁵
- A one-point change in customer satisfaction is associated with a 4.6% change in market value.⁶
- Research shows that 86% of consumers will pay more for a better customer experience, and 89% of consumers began doing business with a competitor following a poor customer experience.⁷

Consumers are increasingly looking for personalized, efficient interactions with the companies they frequent.
Is your organization making the grade?



FINANCIAL
SERVICES

- Only 4% of customers think banks have a good understanding of customer experience and 62% of customers think that their banks don't listen to feedback and take action.⁸
- 70% of customers worldwide are willing to provide their bank with more information if this leads to greater personalization or better service.⁹



IBM Watson Engagement Advisor

Fundamentally transforming the way people and companies interact and build relationships.

Consumers will interact directly with Watson to get timely, accurate, personalized responses to inquiries.

Understand the subtleties of human language

Search through vast amounts of Big Data

Deliver fast, evidence-based answers to users' questions



TELECOM

- 47% of telecom marketers will focus on retaining relationships and building stronger affinity with existing customers in 2013.⁹
- 40% of telecom marketers plan to improve the relevance and value of communication and content in 2013.⁹

[1] source: Contact Babel US Contact center decision makers guide 2010; GCC Global Call Center Report 2007, BenchmarkPortal Industry Benchmark Reports 2004-2011, IBM analysis

[2] source: Aberdeen Group, "The Contact Center in a Profit-centric Service Organization May 2011"

[3] source: J.D. Power and Associates 2012 US Auto Insurance Study

[4] source: 2012 Health Research Institute (HRI) of PwC US Report: Customer Experience in Healthcare: The Moment of Truth

[5] source: Genesys 2010 with research firm Greenfield Online and Datamonitor/Ovum analysts

[6] source: Journal of Marketing, January 2006; Customer Satisfaction and Stock Prices: High Returns, Low Risk; Claes Fornell, Sunil Mithas, Forrest V. Morgeson III, & M.S. Krishnan

[7] source: Harris Interactive, "2011 Customer Experience Impact Report"

[8] source: Ernst & Young Global Consumer Banking Survey 2012

[9] source: CMO Council 2012, "Whats Critical in the Telecommunications Vertical Report"