Smarter Commerce for Smarter Customers
Today's customers are deciding when and where the buying process begins, when it ends, who will be part of it, what order it will follow and how all elements in the chain—**market, buy, sell and service**—will be linked. It's a new way of doing business.

According to IBM: *"Smarter commerce places the individual customer at the center of a business's attention. It optimizes supply and demand, driven by insights that are continuously replenished by the flow of information—from both commercial and social traffic—on an instrumented and interconnected planet. Each individual's data is the key to connecting the value chain to the customer. This data is helping leading-edge businesses to understand and predict customer needs—and to orchestrate partners and suppliers in greater responsiveness to changes in buying behavior."*

IBM's Smarter Commerce seeks to help:
- Maximize the insight generated through customer interactions
- Capitalize on social and mobile commerce
- Drive growth by enhancing, extending and redefining the value provided
- Improve collaboration and visibility for customers and partners
- Increase margins by boosting efficiency at every stage of the commerce cycle
- Synchronize the value chain to deliver consistent and predictable outcomes

These objectives are achieved by focusing on the following three elements:

Customer Insight
Predicting and driving customer loyalty through social and business intelligence integrated into systems with data management capabilities.

Customer Value Strategy
Optimizing customer and supplier interactions to improve order fulfillment processes.

Customer and Partner Engagement
Creating for customers and their partners the ability to anticipate behavior and deliver flawless customer service across all channels for a differentiated customer experience.

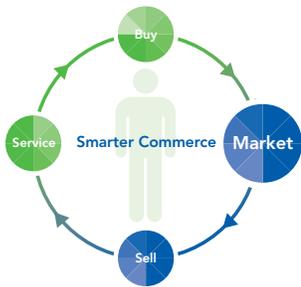# IBM Unica and Cincom® Synchrony™: A Smarter Partnership

Integrating Marketing, Sales and Service to Deliver Smarter Interactions
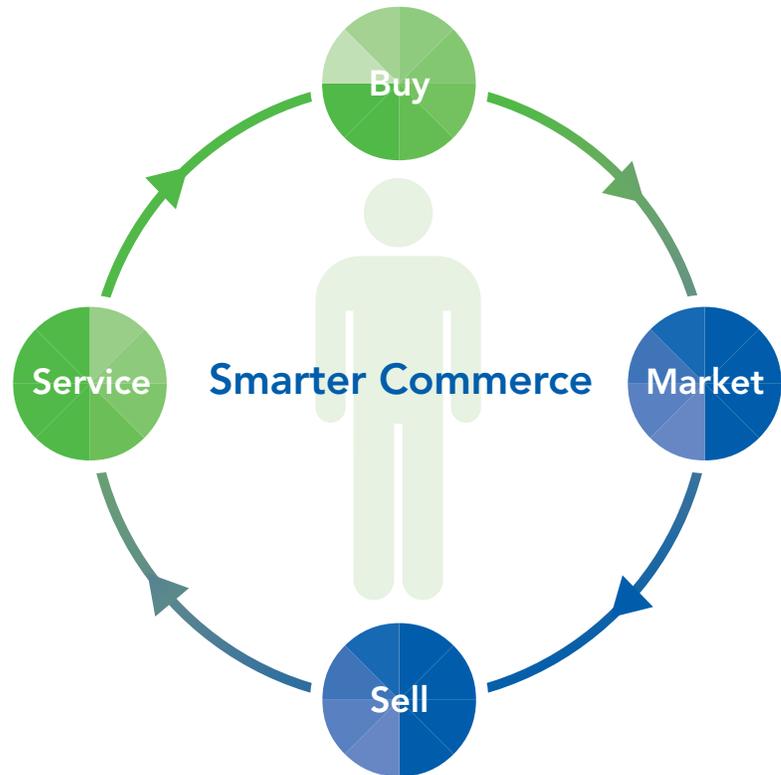
Given the rise of new generations of empowered and digitally literate customers, it's clear that the world's technology has to become as smart as the individuals who are now driving it. Fortunately, it can. Cincom's Customer Experience Management initiative is focused on helping companies consistently deliver experiences that not only build your brand, but are valuable to both your customers and your organization. Cincom Synchrony guides smarter interactions that deliver optimal customer experiences and organizational outcomes. In the contact center and across other customer-facing channels, Synchrony leverages insights about each customer in the context of each interaction, and provides intelligent guidance to deliver the "designed" experience. This aligns with and supports IBM's initiative of "the age of the customer."

Cincom

The IBM and Cincom partnership is one example of how new technology is uncovering and addressing the vast inefficiency throughout the entire value chain for all types of companies. With the goal of delivering personalized, relevant interactions across all channels in real time, IBM and Synchrony now provide an integrated solution that addresses these challenges. Together IBM Unica Intelligent Interaction Marketing Solution and Cincom's Synchrony Intelligent Interaction Guidance Solution provide the key to successful marketing, sales and service. Whether targeting thousands or millions, the Unica/Synchrony solution can deliver the right message to the right customer in real time. Together they can quickly and cost-effectively design, execute and measure customer-driven communications strategies across all channels—online and offline.

Awareness	Decisioning	Execution
Leverage comprehensive data to identify opportunities and predict marketing outcomes.	Determine the best message to extend in outbound and inbound marketing channels.	Deliver highly relevant marketing messages and retain a corporate memory of interactions.

Integrated Marketing Operations
Facilitates collaboration and cross-channel planning, design, execution and measurement.

Unica: Intelligent Interactive Marketing

Market: Smarter Commerce uses customer insight—deep insights about customers—gleaned in large part from the global conversations taking place online—to deliver timely and personalized engagement across multiple touch points.
— IBM, Smarter Commerce

IBM Unica is a leader in marketing software solutions. Unica's unique interactive marketing approach incorporates customer analytics, web analytics, cross-channel execution and integrated marketing operations. Unica software streamlines the entire marketing process from analysis and planning to project management, execution and measurement.

Unica's marketing automation solution provides companies with greater ability to launch targeted cross-channel campaigns by using customer data. By analyzing customer information to predict behavior and utilizing this knowledge to launch targeted marketing campaigns, companies can both personalize interactions with their customers and increase the relevancy and timing of their offerings.

There are two components of the Unica solution specifically designed to support cross-channel and real-time interactions: Unica Campaign and Unica Interact.

Unica Campaign allows you to speak directly to each individual customer with just the right message. By tracking and honing customer preferences, Unica Campaign can help plan, design, execute, measure and analyze cross-channel, personalized marketing campaigns. Unica Campaign provides:

- A flowchart-based user interface to manage a campaign's logic including audience segmentation, exclusions, offers and channels

- A central repository for use, re-use and tracking of campaign building blocks

- Interaction history of offers made and presented, campaign details, responses and non-responses

- The ability to schedule multiple campaigns accessing data from multiple sources with outputs in all formats

- Report and analysis of campaigns

Unica Interact provides the ability to determine the right message to present to inbound marketing channels in real time. Whether the customer interaction is on the web, in a call center, face-to-face, or chat, Unica Interact's behavioral targeting analysis delivers the optimal marketing message. Unica Interact provides:

- Self-learning and arbitration capabilities for determining the best offer or message to present to each customer

- The ability to integrate inbound and outbound marketing campaigns into a single technology platform

Benefits:

Cross-Channel Offers Lifecycle Management

- Benefit: Efficient handling and serving of marketing "calls to action" offers leads to faster effective marketing initiatives

Intelligent Marketing Capabilities/Next Gen Web Analytics

- Benefit: Optimal leverage of web data; effectively mixing prescriptive with predictive offers in the appropriate channel resulting in marketing program lift and higher revenues

Marketing Performance Optimization

- Benefit: Helps determine which initiatives are working and supports shifts to the areas with highest return on investment

Unica's focus is to help organizations deliver marketing messages that are so relevant that they are perceived as a service to their customers.

## Synchrony: Intelligent Interactive Sales and Service Guidance

Sell: Smarter commerce enables customers and partners engagement so they can shop, exchange information and collaborate across all touch points, spanning human, digital, social and mobile modes of access that are optimized according to their preferences.
*– IBM, Smarter Commerce*

Service: Smarter commerce enables flawless customer service across all customer interactions and anticipates their behavior and takes action to keep them loyal. IBM, Smarter Commerce

Supported by a robust and highly flexible platform of IBM technologies, Synchrony is a powerful software application specifically designed to help organizations provide smarter, streamlined experiences that deliver intended results, even for complex, cross-channel interactions that utilize multiple back-end applications.

The centerpiece of the solution is real-time intelligent guidance that automatically displays the information employees need and directs them to give every customer personalized attention. Cincom Synchrony provides:

- **Real-time intelligent guidance** – Intelligent guidance walks employees through every step of even the most complicated interactions, enabling them to respond quickly with personalized answers, recommendations and offers, basing the suggestions on the context of the interaction, automatically in real time.

- **Single, holistic customer view** – Synchrony instantly presents employees with a single view of customer data from multiple information systems, including Unica and other supporting applications. Information is presented dynamically, so employees never have to toggle back and forth among multiple windows.

- **Seamless, cross-channel continuity** – Synchrony offers a single interface for all customer interaction channels, including phone, face-to-face, e-mail, IM/chat, fax and the web. During every interaction, employees can see the customer's complete interaction history to guide the current interaction.

- **Enterprise mash-ups** –Synchrony not only pulls data from backend systems, it pushes new information back and automatically delivers the data to the correct system without employee intervention.
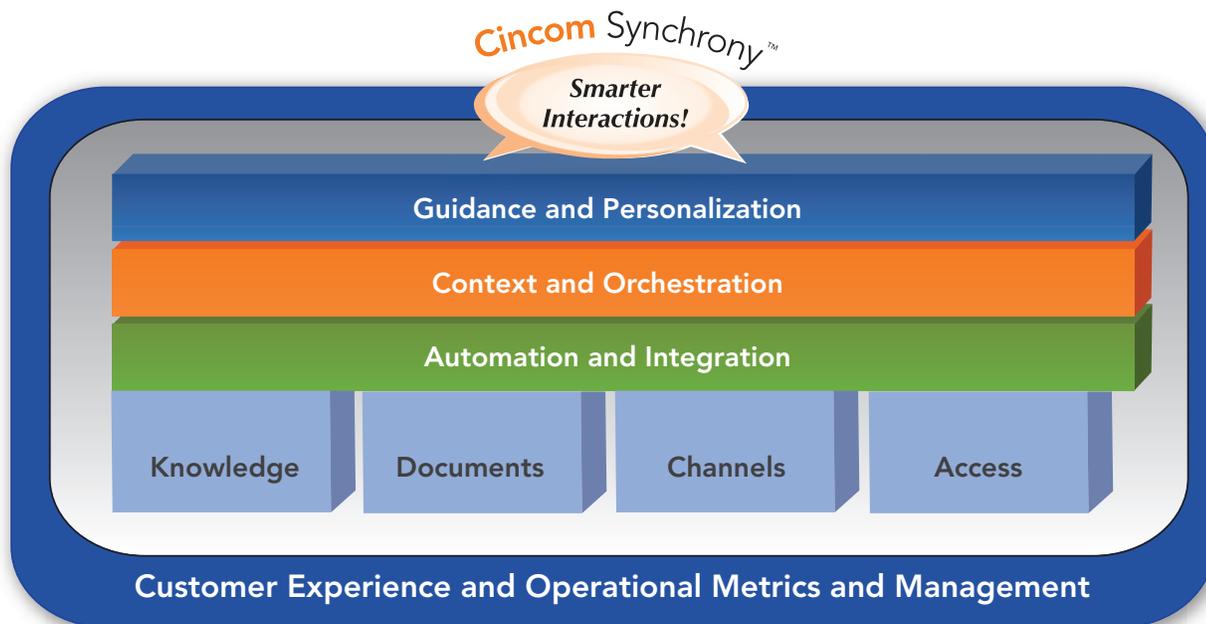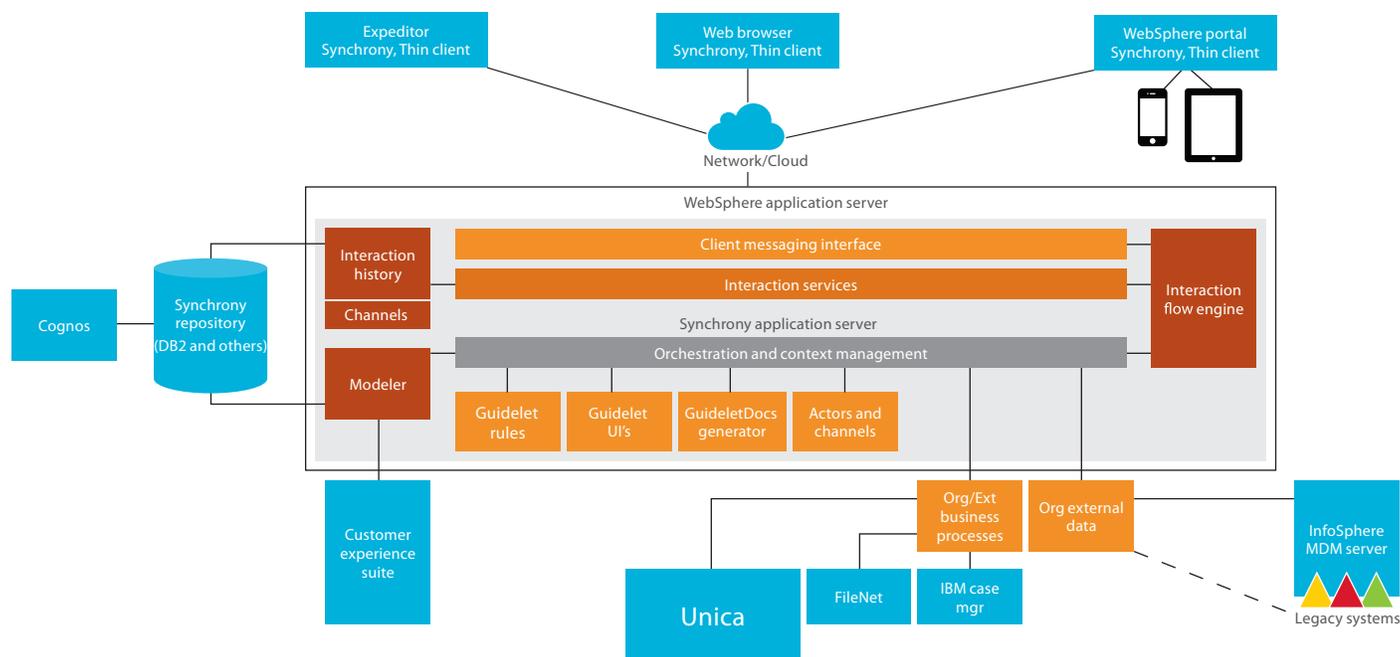
Cincom/IBM Architecture

- **Personalized follow-up** – Synchrony tracks the results of every interaction, prompts and escalates follow-up actions and automatically generates personalized correspondence, documents and offers.

- **Reporting and analytics** – Synchrony gives decision-makers complete visibility into staff performance, with metrics that align with specific goals.

By personalizing each interaction and guiding employees to deliver relevant recommendations, Synchrony strengthens customer relationships while reducing costs.

Benefits:

Real-time Intelligent Guidance

- Benefit: Serves up the right information to sales and service employees at exactly the right time resulting in a comprehensive yet cost-effective solution for delivering smarter customer interactions

A Single View of the Customer

- Benefit: Ensures a seamless and continuous experience, regardless of touch point or channel

Dynamic Interaction Flow and Process Automation

- Benefit: Turns every employee into an expert resulting in higher customer satisfaction, lower costs and higher employee productivity

Unica and Synchrony: Providing Intelligent Interactive Customer Experiences

Today's customers are more sophisticated and demanding than ever, yet they still crave the intimacy of personal customer care. They want to view your organization as one seamless entity, almost as if they have their own personal concierge who knows and understands everything about them. The challenges in this include the ability to:

- Work consistently and reward interactions and present offers in real time regardless of the channel

- Provide a consistent experience across all channels

- Present offers to online visitors based on insights learned during interactions

- Manage inbound and outbound interactions with little IT involvement

- Apply best practices from outbound interactions to inbound interactions and vice versa

The Unica/Synchrony solution makes this possible.

Unica tracks, captures and analyzes customer data in real time in order to predict behavior and honor preferences. This provides the ability to launch targeted marketing campaigns, personalize interactions and increase the relevancy of offers.

Synchrony delivers real-time access to the complete customer sales and service interaction history and analytics based on the current sales and service interaction across any channel. This provides the ability to guide smarter interactions, delivering the right information to the right customer at the right time.

Together they can deliver a complete solution that encompasses the entire customer value chain.

Two Solutions Working United as One

Synchrony will retrieve profile and history information on the individual who is the target of the interaction as well as relevant campaign details to begin personalization of the interaction and drive dynamic guidance decisioning. During the interaction, if there is an offer to be made, Synchrony obtains Unica's initial scored offers. (Synchrony then further refines this offer with added information available from sources available to Synchrony that may not be available from Unica's repository.)

When appropriate, Synchrony can deliver back to Unica this added information in order to use and extend Unica's capability to accept updated session information and provide a dynamic re-scoring of the offers. Additionally, during the interaction, any new or updated information that is captured will be delivered back to Unica's repository for analysis and segmentation.

Here's how it works:

- Synchrony accesses Unica customer profile/history information to guide the customer interaction

- Synchrony presents Unica offers (Interact) to client at the most appropriate time

- Synchrony sends outcomes/new-customer insights back to Unica

- Outreach – Unica sends targeted leads and offers to Synchrony

  o Unica drives leads from a proactive, high-targeted marketing campaign (to high-value customers or for high-value offers) or as a follow-up to customer action (request for a call, download, etc.)

  o Synchrony returns outcomes and new insights back to Unica

- Inbound (Sales or Customer Service) – Synchrony receives an interaction from a customer (phone, e-mail, web chat, fax, SMS, face-to-face or self-service, etc.)

  o Synchrony accesses Unica customer profile/history information to guide interaction

  o Synchrony presents Unica offers (Interact) to client at the appropriate time

  o Synchrony obtains other customer profile data in real time (segment, level, score, etc.) and uses that info to drive guidance

  o Synchrony sends outcomes/new-customer insights back to Unica

- Unica sends outbound e-mail campaign (also sends info to Synchrony)

Together the Unica/Synchrony solution provides the following customer benefits:

- Improve the customer experience resulting in increased loyalty and advocacy

- Leverage investments in inbound channels resulting in increased profitability

- Maintain a single dialogue with customers across all channels resulting in lower costs and greater efficiencies

- Leverage centralized decisioning enabling cross-channel marketing

- Improve campaign targeting for increased response rates and business results

To win customers by serving them based on intimate knowledge of their individual wants and needs is how many companies are already applying smarter commerce across their value chain.

About IBM Unica

Unica's advanced set of enterprise marketing management and on-demand marketing management and on-demand marketing solutions empowers organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, timely and measurable business outcomes. More than 1,000 organizations worldwide depend on Unica for their marketing management solutions.

Unica is headquartered in Waltham, Massachusetts with offices around the globe. For more information, visit www.unica.com.

About Cincom Synchrony

Cincom Synchrony's contact center capabilities bring interaction optimization into the contact center through phone, e-mail and chat interactions, and then extends those interactions by guiding the customer experience representatives or customers through an end-to-end interaction that is personalized and delivered as designed. Synchrony further extends the interactions optimization to the field sales and service forces and to the store floor sales associates.

Since 1968, Cincom has helped thousands of clients worldwide by solving complex business problems with its software and services. Cincom is an IBM Premier Business Partner and has been integrating IBM technologies and leveraging IBM services for over 10 years.

For more information about how Cincom Synchrony enables smarter interactions, visit http://synchrony.cincom.com, or call Brian Flagg at 1-651-592-1590 or 1-800-2CINCOM.