

# Cognitive Customer Retention

**bluewolf**  
an IBM Company

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# Before the Digital Age

There wasn't much competition, we made connections with our few customers, and they would come to us directly with issues.



# In the Digital Age

Even though we live in an age filled with information, the scale of data, the increase in customers, and the sheer number of touch points has left us feeling disconnected from each other.

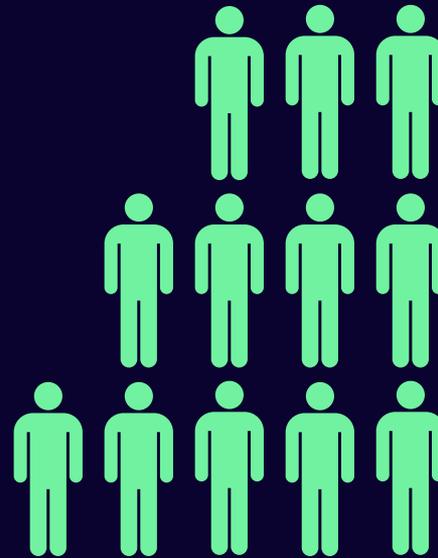


This disconnection is leading customers to prefer companies that focus on making them feel as though they are more than just numbers.

# The High Cost of Churn

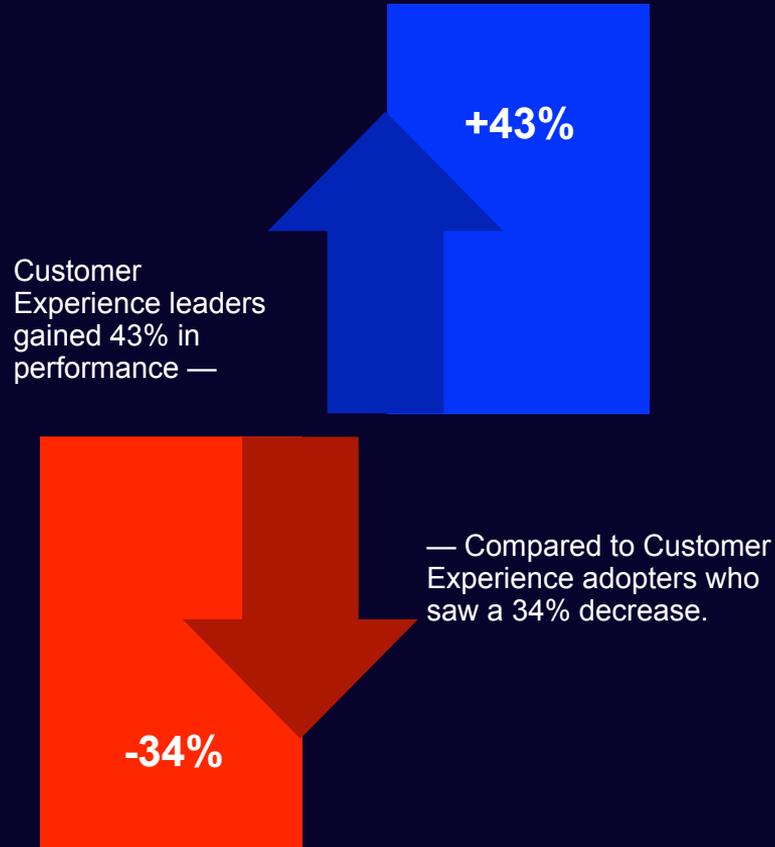
The average company loses up to 30% of their customer each year.

1 negative experience takes



12 good experiences to make up for it

# Customer Experience in Retention



# Lack of Customer Experience

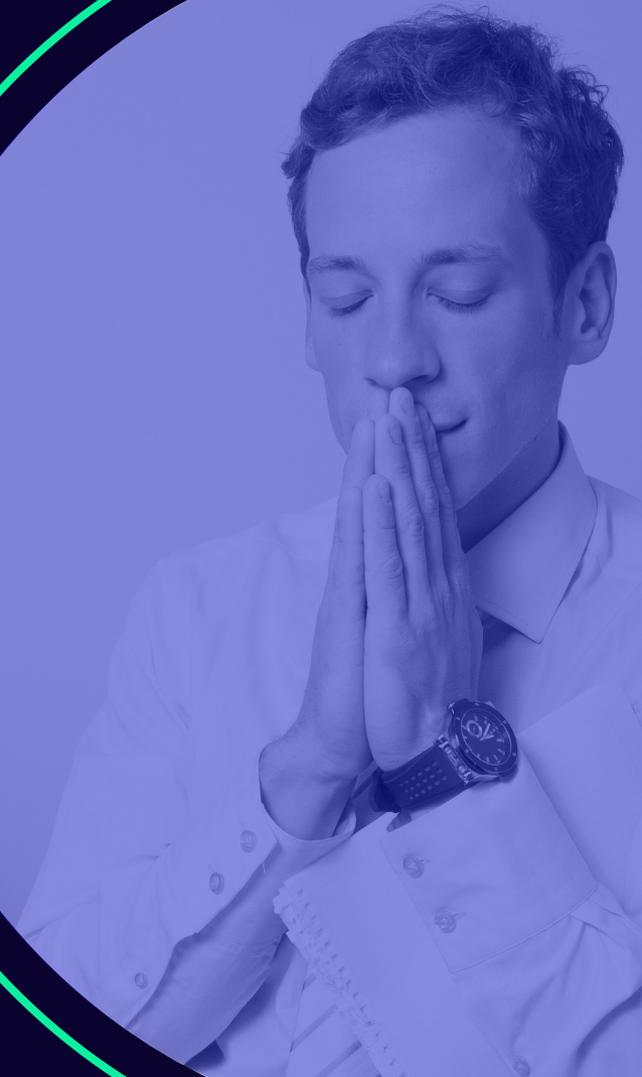
This is the 5th time I've had a late delivery in the past month.

I'm tired of dealing with these billing invoice issues.

I heard about better pricing from a competitor...

I have messaged customer service several times already, do they not keep track?

I don't know why placing a simple order can't be more like Amazon.





To be credible as my customer's advocate, I need to know more about each touch point.

Our reporting is so hard to use, sometimes I just give up.

All the insight I receive is always reactive vs. proactive.

I wish I had time to read all the customer care notes, but I just don't.

When problems do occur, I wish I had visibility to manage everyone involved.

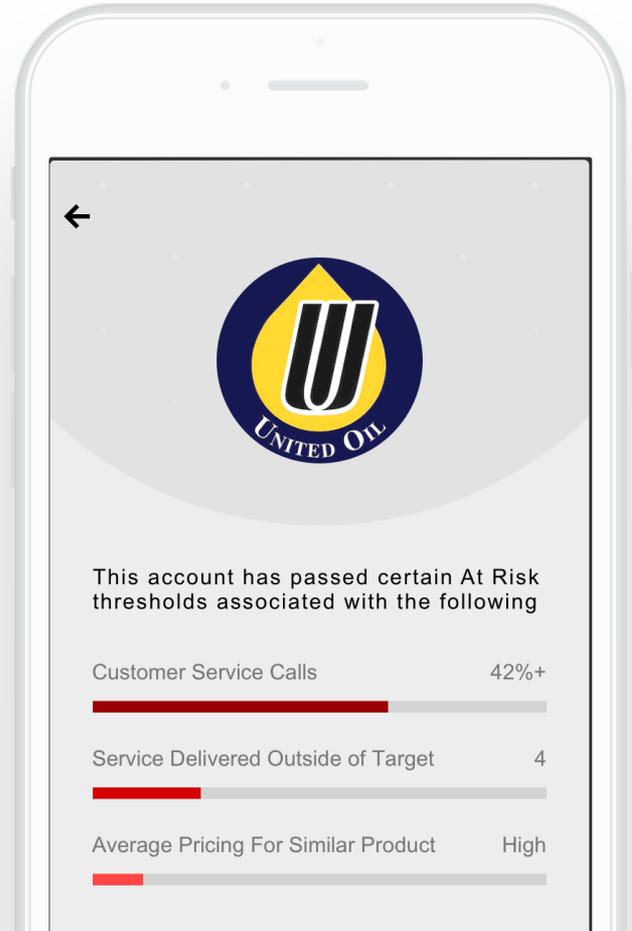


## Lack of Employee Engagement

→ Let's change the game.

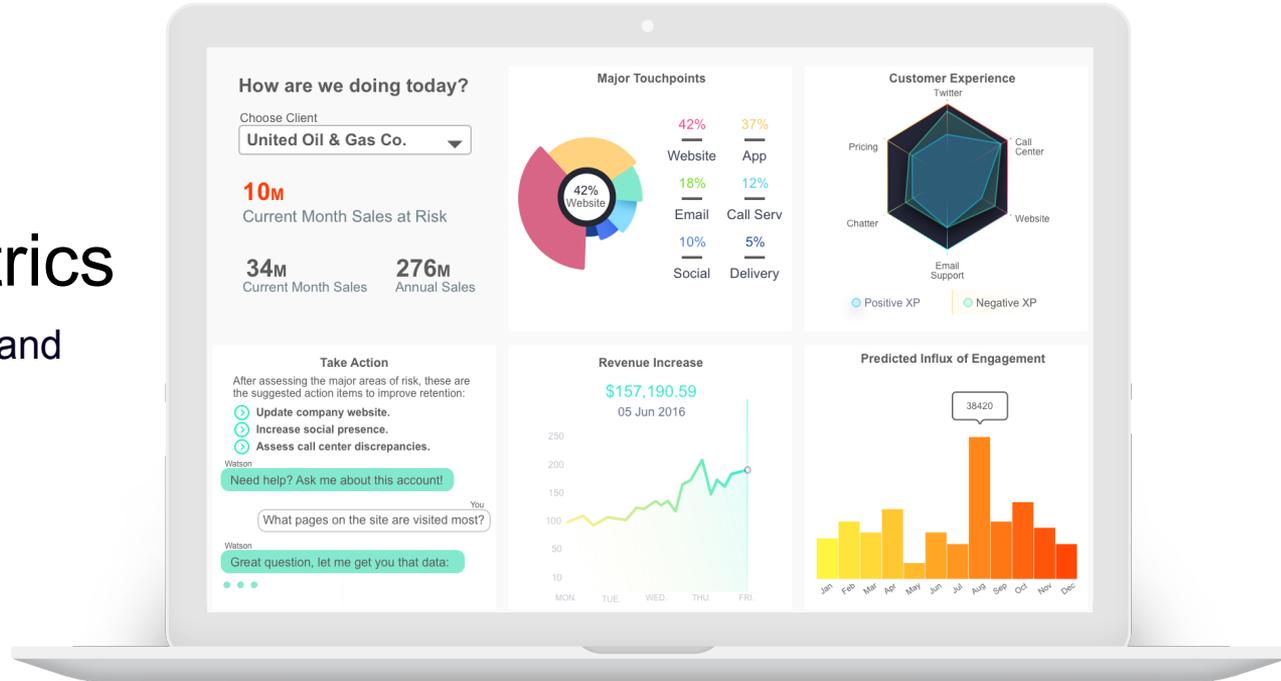
## → Risk Alert

Find out when a customer is at risk for leaving the business.



# → Detailed Metrics

Get the whole picture and track progress.



## → Enable Employees

Give the employee the opportunity to Accept or Deny the risk.

This is about enabling employees, giving them options, and making sure everyone is being accountable.



Accept Risk



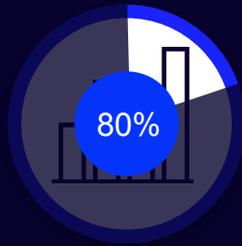
Reject Risk





How do we do it?

Currently, 80% of data is 'dark' and unstructured, making it difficult to gather and understand.



With cognitive technology, not only can we see that data, but we can structure and analyze it.

Not just for a single touch point but for all.



Connecting them in order to give more structured data.

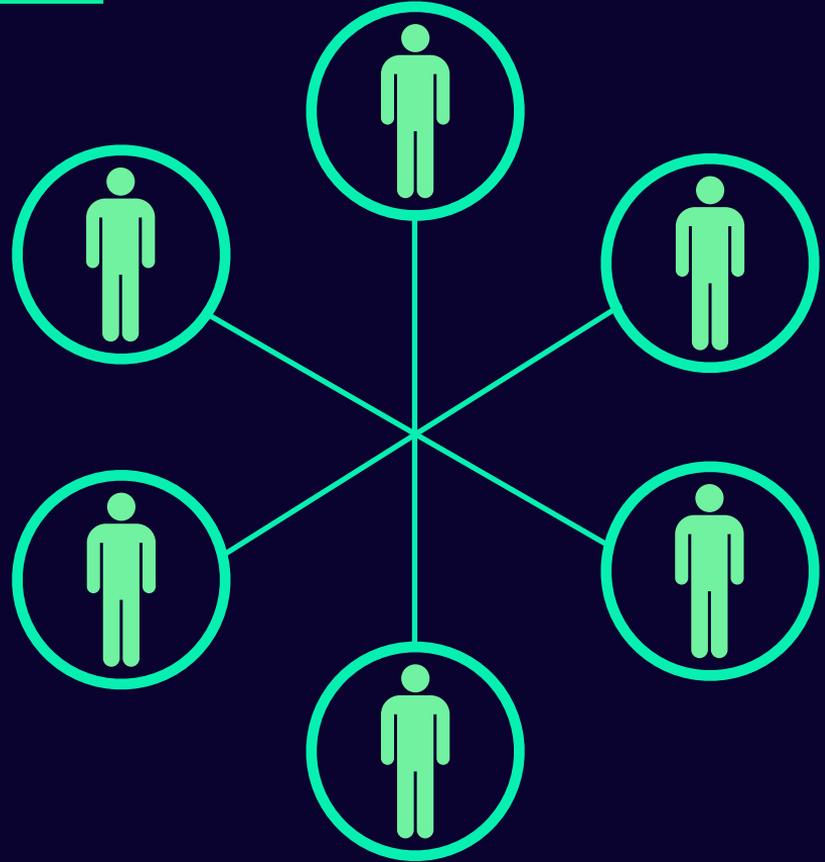
# Alignment



Cognitive systems will then consume structured and connected data sources as well as unstructured natural language, and align them to show risk.

# Engagement

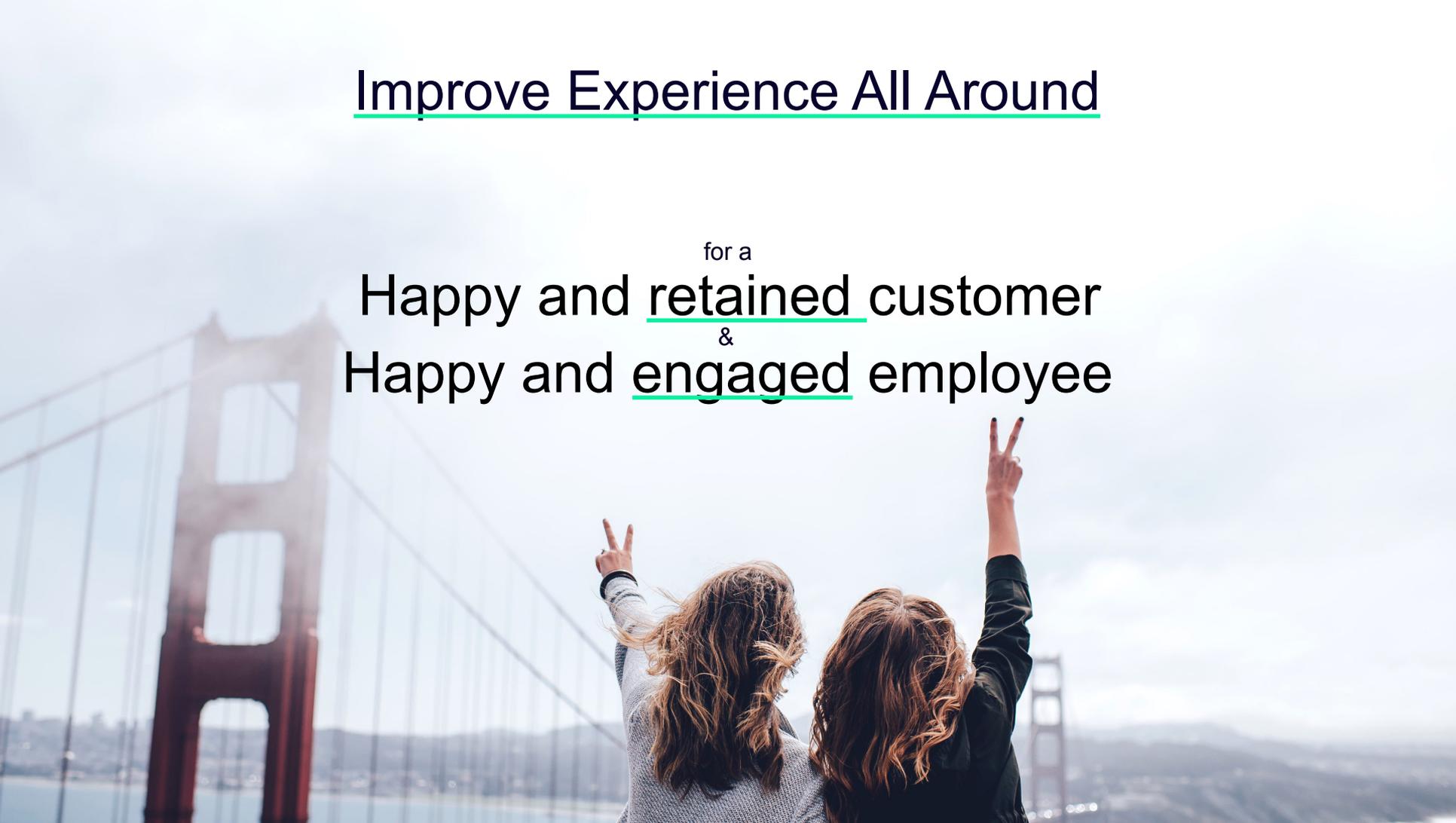
Connecting this data will then bring together employees across all departments, at every touch point, and enable unified efforts to increase customer retention.



# Improve Experience All Around

for a

Happy and retained customer  
&  
Happy and engaged employee



# Thank you!

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