Maximize the eCommerce channel

Today’s customers make purchasing decisions in many ways. They pick up suggestions from friends via social media, use tablets to browse e-stores, and scan product bar codes with smartphones to check prices. The increasing adoption of handheld devices and the proliferation of social media are driving up online sales, a trend that is expected to continue into the foreseeable future. As customer touch points increase and overlap, marketers have the opportunity to interact with customers every minute of every day.

Online channels have changed the nature of how you can interact with customers. Now, technology enables you to deliver enhanced customer experiences on any device, without requiring customers to pinch-to-zoom to read product details. Customers can access the same content through an app or mobile-optimized browser—an experience that is easier to have and more satisfying.

Channels that were once linear and siloed are now interconnected, and it is time to think of them in fundamentally different ways. For instance, you may be thinking about how you can use Facebook to bolster the effectiveness of your call center, or wondering why your customers visit your online store after making purchases in-store. Another question might be how to determine the optimal time to launch a print promotion to drive holiday traffic in-store and online.

If leveraged correctly, answers to these questions can shape more effective and insightful marketing programs. And, with solutions from Autonomy, you have the ability to move past point interactions with customers to develop a true and lasting relationship. You can become a trusted partner that they return to time and again.

Be heard by getting personal

While you have more channels to reach your audience, their time is becoming more precious. Customers navigate a world that has become increasingly noisy with brands, messaging, and offers vying for every moment of their time. The only way to be heard above the roar is to build a valuable relationship that a customer believes is worth the effort to cultivate. Building this kind of relationship is possible when you can deliver a rich, personalized consumer experience—and not just from one channel, but across all channels.

To serve the smart and savvy customer, you must be able to anticipate their needs, learn from their behavior, and respond to them in real time. Most eCommerce platforms focus only on the transactions. What is needed is a system that focuses on the full breadth of the relationship—from creating an engaging and inspiring personalized experience through to the purchase confirmation page.
Highlights

- Improve online conversions by delivering personalized customer experiences across different touch points
- Create a consistent multichannel experience by managing and publishing content optimized for each channel from a single location
- Deliver compelling content and rich assets, and perform sophisticated product merchandizing, with hybris integration
- Get the most value from your marketing budget across search, social, and mobile marketing channels with multivariate testing, sentiment analysis, and behavioral analysis
- Discover new trends and lucrative business opportunities using advanced pattern-matching technology

Effectively create and manage personalized experiences

Autonomy Customer Experience Management (CEM) allows you to personalize customer experiences across every channel, in real time. Autonomy integrates easily into eCommerce platforms and offers a unique integration with hybris (www.hybris.com), a best-of-breed multichannel commerce technology, enabling you to manage your customer’s entire shopping experience using a single platform. This integration with hybris enables you to manage and deliver compelling content and rich assets, and perform sophisticated product merchandizing. We give you the power to communicate in ways that resonate with your customers, based on their behavior, needs, and shopping patterns.

Create, deploy, and optimize dynamic eCommerce sites

Autonomy CEM is comprised of Autonomy TeamSite, Autonomy LiveSite, and Autonomy Virage MediaBin, and provides an easy WYSIWYG drag-and-drop interface, a flexible layout, and out-of-the-box page templates that you can use to quickly build a rich eCommerce experience. Autonomy CEM reduces publishing time, frees your IT department to focus on other important business objectives, and gives you the tools to create a personalized, dynamic shopping experience for your customers.

With Autonomy CEM, organizations can effectively create and manage personalized customer experiences to maximize eCommerce objectives. Autonomy CEM solutions enable you to:

- **Address each customer individually.** With TeamSite and LiveSite, you can better understand the context of customer visits, and use that information to provide personalized content, including offers, navigation, landing pages, microsites, and entire site experiences. These experiences can be targeted by user, or by dynamically-generated customer segments. Coupled with hybris product information, this personalized experience optimizes your customers’ shopping experiences.

- **Engage your customers through rich media.** MediaBin helps global marketing teams manage multiple marketing initiatives to remain brand consistent across various channels by providing a single, self-service repository to store all rich media assets. You only need to store a single copy of the asset, because MediaBin will automatically transform and optimize the asset and transactional content depending on its context on your commerce site.
• **Create truly optimized multichannel experiences.** TeamSite allows you to manage and publish content optimized for each channel from a single location, including mobile devices, email, print, and web platforms, as well as landing pages, social networks, campaign management systems, and call center systems.

• **Give your customers the information they need.** Customers are more apt to buy if they can quickly find the information they are looking for. LiveSite and Autonomy IDOL, the industry-leading enterprise search platform, enables you to give your customers what they want by returning search results based on concepts and ideas instead of just matching keyword terms.

TeamSite’s easy-to-use interface allows you to:
- Simplify the review and approval process with visual annotations
- Create standardized page templates that automatically update all pages whenever changes are made
- Streamline content management with a comprehensive library of over 150 pre-coded website building blocks
- Use “surf and edit” capabilities for full site preview and point-and-click in-line editing

• **Perform advanced analytics to optimize campaigns and achieve eCommerce goals.** Through the use of Autonomy CEM, eCommerce marketers can access advanced analytics and optimization tools, including multivariate testing, sentiment analysis, and behavioral analysis, to gain a better understanding of customers and data to achieve higher conversion rates. Research shows that marketers invest over 60 percent of their online spend in search, social, and mobile marketing, but they struggle to realize the potential of these channels. Autonomy CEM provides online marketing optimization solutions that gives you an automated way to get the most value from your marketing budget across search, social, and mobile marketing channels.

**Control and enhance the customer experience with Autonomy CEM**

At the core of Autonomy CEM is the unique ability to automatically process and understand all forms of content and customer interactions. These capabilities enable you to deliver the best possible experience to each customer, every time. This deep understanding is developed from a rich set of information derived from all customer interactions across every channel—including websites, social networks, storefront, call centers, and mobile devices—and is used to deliver highly targeted, brand-consistent experiences on the web, over mobile, and across other customer touch points.

Autonomy’s advanced statistical analysis and pattern-recognition capabilities help you to:

- Determine customer perception and behavior, website and campaign effectiveness, product and brand sentiment, and competitive standing
- Drive online marketing and merchandising strategies by uncovering dynamically changing customer trends, preferences, and buying patterns
- Ensure more cohesive and profitable customer interactions over multiple channels, for instance, by enabling analysis of call center data to deliver an optimized experience on the web, and vice versa
Autonomy CEM delivers a wide range of meaning-based offerings for delivering interactive and personalized online experiences, while simplifying, automating, and optimizing eCommerce processes. This solution is easily integrated with any commerce platform, and is ideally suited to interoperate with hybris eCommerce software. The combination of these market-leading technologies ensures the dynamic delivery of highly personalized experiences that drive action across each stage of the buyer’s decision-making and buying process.

**TransUnion enhances its online shopping experience**

TransUnion Interactive sought a technology platform that would allow them to efficiently manage and create online content, and test marketing promotions and online customer experience user flow with their audiences. Autonomy and hybris provided an integrated solution to dynamically deliver appropriate content based on consumer interests and purchasing activity on TransUnion.com.

**About Autonomy**

Autonomy, an HP Company, is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy’s powerful management and analytic tools for structured information together with its ability to extract meaning in real time from all forms of information, regardless of format, is a powerful tool for companies seeking to get the most out of their data. Autonomy’s product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management.

Please visit autonomy.com to find out more.

**About HP**

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world’s largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems.

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