

IBM Self Service Overview

Today, the consumer is in control. They have ever-expanding choices. They want unprecedented access to information. And they expect it all at the tip of their finger.

By embracing the technology driving change in the modern marketplace, you can attract consumers and empower them to interact and transact like never before ... and invite them to engage with your brand in new, more fulfilling ways.

IBM champions consumer-driven service with innovative solutions, attracting these savvy consumers by offering convenience and a personalized experience.

Offering the consumer dynamic ways to interact with your business has never been more critical. Whether checking in at the airport or previewing new music in a retail environment, fifty seven percent of consumers believe the self-service solution improves their experience. And forty seven percent say they are significantly more likely to do business with a company that offers a self-service solution rather than go to a competitor.

In 2005, consumers spent over one hundred and ten billion dollars in self service transactions. So providing the freedom to transact with ease and power is imperative. Technology that enables higher consumer satisfaction drives loyalty and revenue.

Attract. Interact. Transact. Communicating with today's consumers requires innovative solutions – solutions that transfer control of the experience to where it belongs:
the hands of the customer.

IBM leads the way in consumer-driven solutions, improving the customer's experience by providing the information, options, and power they need and expect in the rapidly changing marketplace.

