

IBM Case Study Sample By Sheena VanDeVanter

Case Study Intro:

Competing for customer loyalty in the online retail market can be brutal. Visitors expect ease of use, speed, and trust. 1-800-Flowers.com met these challenges head on. They transformed their customer experience into a smart, seamless journey across all channels, improving data quality and security by upgrading their IBM InfoSphere Master Data Management solution. Thanks to IBM, 1-800-Flowers.com now has access to rich, accurate data they can cultivate to nurture life-long customer relationships.

Blog Post:

Imagine you need to order a gift online. You go to a site you've visited many times before only this time you want to order cookies instead of flowers. The billing information that comes up is two moves ago and your previous order destinations have all disappeared. In addition, the app on your phone has slowed to a crawl.

This is exactly what was happening to 1-800-Flowers.com customers. Behind the scenes, data mining was limited and security less than ideal.

Already clients, 1-800-Flowers.com knew they could turn to IBM for help. An upgrade to their InfoSphere Master Data Management solution was the key. Read the [case study](#) to learn how 1-800-Flowers.com transformed their user experience, tightened security, and gained access to a wealth of information to nurture customer relationships.