



## Business Impact

“To derive actionable customer intelligence [from social media], marketers must first choose their listening goal(s), then find a vendor that best delivers the metrics they need, and then combine those listening metrics with the output from other measurement programs.”

Suresh Vittal

“Listening Metrics That Matter”  
June 4, 2009

## Challenges

- **Lack of data integration.** New service or product offerings are hard to validate, because there’s little or no integration between public data (e.g., blogs) and internal data (customer feedback, surveys, etc.).
- **Compiling a continuous history of conversations.** Businesses are used to being able to look at trends and analysis against critical financial data for like periods, year over year, yet few social media solutions provide more than a 90-day snapshot.
- **Tying sentiment to critical business issues.** Businesses struggle to determine which concepts and topics elicit the passions of reviewers and commentators online, which makes them slow to address the root cause of overall issues.
- **Difficulty building processes and workflows against ad hoc analysis.** At best, businesses can be reactive to trends that are spotted in many commercially available reporting tools, struggling to build processes and procedures to mobilize the proper departments more quickly.
- **Preferences, behaviors and influence are changing faster.** Customers rely on third-party information about your offers. Many voice their opinions in an instant-making it difficult to understand who and what influences their decisions, and what is relevant and important.

## How can we best apply the knowledge we glean from online conversations?

### YOUR GOAL: Convert social data into a strategic information asset

Conversations among your customers are taking place every day across traditional news media, on public forums and within customer feedback channels like customer care. They are talking about your products and services, and their experience, as well as their likes and dislikes of you and your competitors. A virtual focus group is taking place online, and even though these conversations are taking place at an increasing rate, most organizations have yet to transform this information into strategic decisions affecting customer experience and the efficacy of marketing programs.

Unfortunately, there’s a lot of noise amid these Web-based conversations, and filtering out that noise and focusing only on those comments that matter to your brand is difficult. Most organizations lack the ability to quantify the impact of these conversations on Web traffic or sales. In addition, they are unable to use overall customer brand sentiment to measure the effectiveness of the latest marketing communications, nor can they determine the effect that specific media have on the success of a promotional campaign. And they lack any sort of plan to proactively monitor heavily trafficked sites like YouTube and Twitter to address emerging threats before they become widespread.

### OUR APPROACH

With so much data and increasing customer expectations, marketers need to quickly eliminate noise and focus on customers, segments and offers that will generate the most profitable growth opportunities. Precision, speed and fact-based action is required. We approach the problem by providing software and services to help you:

- **Accumulate knowledge about relevant customer conversations** by integrating a variety of pertinent online data across CRM systems, traditional news sites and social media forums, then preserving that rich content in an analysis-ready state.
- **Tailor topics to your critical business issues** by interpreting conversation data to address specific business decisions across market strategy, media planning, interactive/Web marketing, public relations and customer care.
- **Allow analysts to dig deeper** by providing total transparency and direct interaction with all data analyzed – both structured (professional reviews) and unstructured (conversations) – which is critical to understanding the context behind certain trends.
- **Answer questions about consumer needs, strategic market opportunities, emerging threats, media allocation and online engagement** with a reporting and analysis platform that:
  - Keeps executives informed using concise indicators via the Web, mobile or e-mail.
  - Empowering business users to measure the investment returns of social strategies against key channels, media outlets, customer segments or product lines.
  - Enabling analysts to better answer the “why” and “how” behind critical insights.

Any organization considering a serious investment in social media strategies should account for all of these facets when choosing a social media analytics solution.

## THE SAS® DIFFERENCE: Listening, understanding and predicting the impacts of social media on your business

Applications that are simply listening platforms are not enough. What is needed is the ability to bring context to those conversations by better aligning what you listen for in those conversations with the lens through which you view your business, with the flexibility to analyze those conversations as you see fit. Only SAS enables you to:

- **Capture and integrate online conversation data**, turning transient social media content into a persistent information asset for your business.
- **Apply text analytics to social data**, so you don't just understand the frequency of words or phrases, but you get to the heart of how people feel about your products and services on different sites – and then link those insights to their impact on your bottom line, now and in the future.
- **Establish a media intelligence portal** that enables decision makers to turn insight into action by gaining access to information they can act on.
- **Use case history, customer profiles and real time sentiment scores** to interact more effectively in real time, providing quick resolution to customer service concerns.
- **Collect all market and customer data** in a channel- and format-agnostic manner to allow for quick identification of issues – enabling quick action on data as opposed to simple data management.

The SAS approach to collection, analysis and reporting offers the only fully integrated social media analysis solution available today.

### CASE STUDY: A third-party retail customer support provider

#### Situation

A third-party provider of real-time customer support chat services for online retailers was looking for a way to mine their chat logs so they could help the retailers they represent better understand the kinds of topics that could lead to sales conversations.

#### Solution

SAS delivered a social media analysis solution that:

- Captured six months of chat data, along with online reviews from traditional sites and other social media sites, then categorized and loaded the data into a decision support environment.
- Integrated offline attributes, such as customer segments, and other online metrics (like session length) into a customer-centric decision support data mart.

#### Results

- Specific phrases and terms that highly correlate to conversions were discovered.
- The use of these phrases was integrated as measures of customer loyalty that are tracked on an ongoing basis in scorecards.
- Traditional and new forms of data visualization can now be applied to social media data for the first time, which continually yields new insights.

#### What if you could ...

##### Construct a conversation warehouse

What if there were an automated way to capture and compare new conversation data against a historical archive of past feedback?

##### Continuously improve intelligence about online conversations

What if you had a social media analysis system that could continually learn how to identify topics and sentiment more accurately, resulting in more accurate insights as time goes on?

##### 'See' and 'touch' how sentiment is applied to topics

What if you had the ability to not only review how all online documents have been processed for topics and sentiment, but also change it as you see fit?

##### Dig deeper to learn more

What if you could classify market feedback across multiple dimensions of your business, including trends over time, product lines, customer service levels and corporate reputation?

#### You can. SAS gives you THE POWER TO KNOW®.

### SAS FACTS

- SAS has been in business since 1976 and today has customers at more than 50,000 sites worldwide.
- SAS customers make up 93 of the top 100 companies on the 2010 Fortune Global 500®.
- SAS Customer Intelligence was named a winner of *Customer Interaction Solutions* magazine's 2010 CRM Excellence Award.

Learn more about SAS software and services at: [www.sas.com](http://www.sas.com)



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