



## Business impact

30 percent to 50 percent of a bank's customer relationships are unprofitable. Past CRM projects have usually brought only efficiency gains – not profitability gains.\*

## Challenges

- **Lack of organizational alignment.** Disconnected departments and lines of business make it difficult to achieve alignment toward goals.
- **Fragmented customer view.** An incomplete view of customers and households hampers the ability to grow profitable customer relationships.
- **Insufficient analytic capabilities.** Analytics aren't robust enough to segment to the desired level of detail.
- **Poor quality of customer data.** Redundant and improperly formatted data leads to inaccurate analysis.
- **Access and distribution.** Branches and field agents can't easily access or distribute relevant information.

\* Source: First Manhattan Consulting Group



**THE  
POWER  
TO KNOW®**

## How can we create a more customer-centric communications strategy?

### YOUR GOAL: Increase share of wallet and boost revenue from your most profitable customers

In this information age, your customers expect you to know them. Even with all the paperwork, teller visits and online bill payments, they expect you to understand the total relationship, regardless of touch point. Customer service is only part of the larger picture, however. Competitive advantage comes from customer intimacy—the ability to understand customer behaviors and grow relationships by matching customers to the right products and services.

Still, many banks struggle with implementing a successful communications strategy. A lack of customer-centric information means there's no complete, meaningful view of customers and households. What's more, existing systems seldom enable the multi-dimensional analysis necessary for understanding the complexity of individual customers and households. These systems fail to connect relationship data from branches to the Web or between lines of business.

Successful banks will be those that strive to improve their communications strategy by becoming more customer-centric and growing relationships with their best customers and households.

### OUR APPROACH

Banks that don't know their customers intimately will never be able to communicate the most relevant offers in the timeliest way. To increase take rates, you must first understand and predict customer needs, motivations and behaviors. Only then will you be ready to execute personalized campaigns that incorporate customers' current and future needs.

We approach the problem by providing software and services that help you:

- **Ensure data quality** by cleansing, enriching, augmenting and summarizing data following reusable data quality business rules, all while maintaining an accurate audit trail.
- **Get the data ready** by accessing it from any location and transforming it into whatever format is required for analysis and individual user needs (e.g., for pulling lists, building models or viewing results).
- **Analyze the data** using segmentation, retention and cross-sell/up-sell analysis to predict customer behavior and your next best offer.
- **Execute the right campaigns** with ease and timeliness, using insights gained about customers and households.

SAS' approach gives you one cohesive view of your customers, the ability to identify the most valuable households and the tools to improve that value. This makes it possible for you to gain the highest return on your assets and marketing investments, improve net-interest and non-interest income, and boost profitability.

## THE SAS® DIFFERENCE: Data management, analytics and campaign management

With more than 30 years' experience in all levels of banking—and industry-recognized leadership in analytics and customer intelligence—SAS provides the only complete set of offerings designed to help banks improve the value of their customer relationships.

Our unique approach to campaign management follows a closed-loop process that begins with a complete view of your customers and includes:

- **Collecting meaningful customer data** in one place.
- **Applying advanced predictive analytics** for more accurate forecasting and insight into customers and households.
- **Matching individual customer profiles to the most relevant offers.**
- **Running intelligent campaigns** that account for different customer interactions.
- **Learning from campaign results** and building what you learn back into the process so you can improve future marketing efforts.

Our prebuilt analytics designed specifically for banks—including models for cross-selling, retention and segmentation—enable your analysts to spend more time discovering insights and less time administrating data or building models from scratch. The result? Higher cross-sell ratios, sustainable growth and greater customer loyalty through more profitable communications.

### CASE STUDY: One of the fastest-growing banks in the US

#### ■ Situation

A top 10 bank in the US, with more than 13 million customers, needed a way to deliver useful customer insights quickly, across a variety of segments.

#### ■ Solution

The bank used SAS to build a comprehensive system for managing a large number of diverse marketing campaigns, as well as tracking customer behavior and triggering timely customer contacts. With SAS, the bank is able to:

- Define customer contact strategies with a consistent, personalized message across all touch points.
- Gain an understanding of customer behavior over time, so it can identify significant changes immediately.
- Improve the productivity of sales staff and the success of marketing campaigns.

#### ■ Result

The ability to make better, faster decisions has given the bank the edge it needs to compete among the US' largest banks. The bank predicts that the return on its investment in SAS will be "impressive."

### ■ The vision

#### Ensure data quality

What if your agents could trust the customer data that drives marketing communications, regardless of how many times it gets reshaped for different users?

#### Get the data ready

What if you could understand the relationships among all individual, household and business customers by accessing and analyzing data from across the organization?

#### Analyze the data

What if you could precisely segment your customers to increase take rates?

#### Execute the right campaigns

What if you could improve the overall return on your marketing dollar by creating more precise, predictive segments and sending more relevant offers to the most valuable customers?

### SAS FACTS

- More than 2,900 financial institutions worldwide are SAS customers.
- 96 percent of banks in the FORTUNE Global 500® use SAS®.
- SAS has more than three decades of experience working with financial institutions all over the world.

Learn more about SAS® software and services for banking at:

[www.sas.com/industry/fsi/](http://www.sas.com/industry/fsi/)



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