



SAS® SERVICE OPERATIONS OPTIMIZATION

Achieve service intelligence

SAS provides companies the ability to monitor, predict and optimize their service operations resulting in accelerated value across the service chain.

As post-sales service grows in importance, companies are quickly working to differentiate themselves from the competition. The potential growth in revenue and opportunities for cost reductions are tremendous across the service chain. Most companies have figured out how to manage their service operations; the new challenge is to significantly improve them in top-line revenue and bottom-line cost to serve. SAS provides companies the ability to monitor, predict and optimize their service operations resulting in accelerated value across the service chain. An optimized service operation helps companies attract and retain profitable customers for life.

SAS® Service Operations Optimization can help you improve your contact center and field service operations in several ways:

- Manage performance across call agents, technicians and managers through individual and team scorecards and ranking analyses that objectively order performance using key service indicators and metrics.
- Predict contact center and field service resource demands by required skills and geographic location.
- Alert management of emerging service issues before they affect customers and become costly to the organization.
- Accelerate root-cause analysis by increasing the ease and flexibility of analysis, allowing analysts to quickly identify factors that significantly affect service operations.
- Automatically identify suspect service claims, reducing the cost of fraud and service provider miscodings.

The difference between a good service chain and a great one typically lies in a company's ability to efficiently monitor and be alerted to key activities within their operations, predict future demand and performance, and optimize the various service elements to achieve the best outcomes. Firms that achieve this breadth of capability will enable all stakeholders to have online access to the same product, contract/SLAs, call records and other service-related data. These organizations will not only squeeze latency and costs out of their operations but also consistently retain more customers and edge out competitors. In essence, they will have optimized their service chain operations thereby improving operational efficiencies, profitability and customer satisfaction levels.

SAS Service Operations Optimization is built on the industry-leading SAS® Enterprise Intelligence Platform, bringing together data integration, query and reporting capabilities and the widest range of analytics available anywhere. For years, power users have been tapping into SAS' unmatched breadth and depth of analytics to drive their organizations forward. Now, everyone at all levels of an enterprise can experience the power of SAS. Features and capabilities within the solution include:

- **Information Delivery Portal** — provides a role-based, secure, customizable and extensible environment to navigate all of the powers in SAS Service Operations Optimization. Users can easily personalize their portal environments, reducing both information overload and IT workload. The Portal Library provides users the ability to access, store and share documents such as special studies, custom analyses and standard reports. Users are



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able to subscribe to individual reports and receive automatic updates whenever the report or analysis is updated.

- **Individual and Team Scorecards** — provide call center and field service executives, managers, technicians and agents with information and alerts on performance. Traffic signal lights (red-yellow-green) highlight areas of concern and provide the user with the ability to drill down to performance trends.
- **Performance Ranking** — provides managers the ability to objectively review a group of individuals or operations (e.g., call centers). The reviewer can choose from metrics such as First Call Completes, Average Handling Time, Customer Satisfaction Score, Cost per Call and many more. Reviewers can establish the importance of the metric in the ranking as well as define the precision to which they wish the system to evaluate that metric.
- **Service Call Forecasting** — provides accurate service rate forecasts by geography, call type and products. It can quickly and automatically generate large quantities of accurate forecasts from very large volumes of data providing thousands, even millions, of forecasts. Each forecast is individually calculated using statistically optimized parameters, so you can be confident your forecasts are up-to-date and accurate.
- **Suspect Claim Analysis** — provides automated service claim fraud/miscoding detection, reducing millions of dollars in claim overpayments.

- **Data Analysis** — perform analysis on call pattern, call resolution and financial data. Analyses include trend and pareto charts, correlation, scatter charts, geographic and more.
- **Call Pattern Analysis** — provides in-depth data analysis capabilities around telephony metrics such as calls handled, wait times, call abandonments, call transfers and more.
- **Call Resolution Analysis** — provides in-depth data analysis capabilities around service metrics including First Call Completes, Mean Time to Repair (MTTR), Call Rates and more.
- **Financial Analysis** — provides in-depth data analysis capabilities around both service cost and revenue metrics.

Why SAS® Service Operations Optimization

As the leader in service intelligence solutions, SAS combines the world's best analytics with the industry experience of our service intelligence practice. From simple reporting to sophisticated analytics, SAS Service Operations Optimization supports all business intelligence activities in an integrated, interoperable environment. This produces consistent, accurate, reliable results and fosters greater cooperation and partnership among teams.

Getting the Most from Your Service Operations Optimization Solution

SAS Service Operations Optimization is a part of the SAS Service Intelligence suite that is designed holistically to help companies improve their service operations. SAS Service Intelligence provides companies with the ability to achieve immediate value in their area of highest

pain (e.g., quality, warranty, service parts, field service, contact centers, maintenance, etc.), while knowing that they are investing in a platform that supports complete integration of their quality and service data. This provides the capability to monitor, predict and optimize the entire service chain operation transforming after-sales support operations from disconnected cost centers to an integrated profit center.

SAS® Service Intelligence consists of the following solutions:

- SAS® Warranty Analysis
- SAS® Service Parts Optimization
- SAS® Service Operations Optimization
- SAS® Service Intelligence Center

ABOUT SAS

SAS is the leader in business intelligence software and services. Customers at 40,000 sites use SAS software to improve performance through insight into vast amounts of data, resulting in faster, more accurate business decisions; more profitable relationships with customers and suppliers; compliance with governmental regulations; research breakthroughs; and better products. Only SAS offers leading data integration, intelligence storage, advanced analytics and business intelligence applications within a comprehensive enterprise intelligence platform. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®.



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SAS Institute Inc. World Headquarters +1 919 677 8000

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