



## **SAS® FOR CUSTOMER EXPERIENCE ANALYTICS**

*Actionable* multi-channel customer intelligence



**THE  
POWER  
TO KNOW®**

# It's time to discover precisely what your customers do online – and place those insights in context, across all channels

## ■ The Solution: beyond web analytics

SAS® for Customer Experience Analytics is the world's first integrated solution to combine dynamic real-time online data collection with industry-leading customer intelligence.

You can measure and understand every aspect of a customer's experience – everything they see, everything they do, timed to the millisecond – gaining insight that drives value in all interactions. Results are available almost instantly.

- Avoid costly and labour-intensive tagging
- Be proactive in understanding performance and making improvements
- Optimise channel effectiveness and profitability
- Determine who to target with offers and campaigns
- Incorporate multiple data sources from across and outside the enterprise
- Have total scalability for massive amounts of complex data
- Use sophisticated visualisation tools to deliver a richer, more profitable customer experience.

## Overview

Understanding the multi-channel environment and interaction across all channels is vitally important to business performance... and that means more than simply a list of hottest pages and unique visitor counts

While traditional channels are well served by existing business intelligence tools, the new multi-channel environment demands a step change in system capability:

- You need to know how customers actually use your website: what they look at, the choices they make and the paths not taken
- It's understanding your customer experience across all channels that allows you to make insightful decisions that recognise preference, positively influence customer behaviour and have a real impact on profit.

The online channel has come of age, from consumer retail sales and online financial services to targeted micro sites for specific customer groups. Now mainstream, this is an essential part of the marketing mix.

The problem is, traditional thinking has placed web analytics as a separate discipline, isolated from the rest of your business – in a multi-channel world this is not acceptable. This analysis stays in the operational realm of e-business and web analysts; gatekeepers with little ability to translate the limited facts they glean into actionable insights. And that's apart from the time, costs and workload involved in activities like tagging.

The opportunity is to deliver a true customer-focused, multi-channel strategy by knowing precisely what happens when a customer interacts with you.

# SAS® for Customer Experience Analytics: actionable multi-channel customer intelligence

Def: *'The ability to know everything, what a customer saw, what they did, and didn't do, when they did it, how long it took them, where they came from ... and so predict what they will do tomorrow...'*

This is about individual customers, not your web servers or web pages. SAS for Customer Experience Analytics records business events and customer experience rather than web metrics.

Organisations haven't yet realised the potential of the huge rise in data collection, made possible by the web and other customer interactions, as a vital agent for business change. SAS for Customer Experience Analytics is an opportunity to 'grasp the nettle': to not only get the data you need but also transform it into actionable insight.

Two elements make this possible. First, a unique way of gathering real-time web usage data, enabled through the SAS® Alliance Partnership with speed-trap. Second, the remarkable capabilities of the SAS®9 Business Intelligence platform in providing customer and business intelligence, and making it available in a targeted way to any business user who needs it.

It's simple: getting the accurate data you need in a manageable way at the browser level, missing nothing, then analysing it to focus on revenue opportunities along with risks. It's a simple idea but no other provider can deliver it.

## Benefits

From arrival through interaction to business response, SAS for Customer Experience Analytics means you can tailor every customer contact and optimise value at every opportunity.

- Understand the complete customer experience and drive targeted action to maximise ROI across all channels
- Acquire more customers, improve relevance, minimise attrition, improve conversion rates and increase revenue, including the ability to build optimal revenue from different customer groups and channels
- Drive down costs by reducing cost per sale and cost to serve
- Achieve assured completeness, accuracy and quality for all data gained from your online sales presence
- Learn from past experiences, both successes and failures, and forecast customer behaviour to tailor offers and plan more targeted campaigns
- Detect fraudulent activity and so plan appropriate action
- Access and use all other data to support a true multi-channel strategy: for example, if bricks-and-mortar outlets or call centres work better in some areas, you can improve revenue and reduce costs by driving relevant visitors to those channels.



*Without real customer insight, online sales is like running a shop from inside the stockroom: you may hear the door bell and footfall but that's all. The best that web analytics offers is the ability to peer through the keyhole to gain a very limited snapshot of unidentified customers entering and leaving... SAS for Customer Experience Analytics puts you inside the store, allows you to converse with customers, learn what you and they want to know, and engage true customer-relevant marketing.*



Meanwhile, concerns over detail and accuracy continue: according to Forrester Research:

“The truth is out there, but not in your web analytics package.”

# The rise and fall of web analytics

In their efforts to track customer interaction, traditional approaches fail in two vitally important areas: data collection and decision support.

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## The data collection problem

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Web analytics are trapped at an immature stage of development, with clunky approaches like tagging and even poorer methods like network packet sniffers and web log analyzers. Implementation takes months while maintenance is ongoing and costly – even then, the best you can expect are masses of aggregated statistics. Such approaches are inflexible, fail to account for offline fulfillment, and require you to decide on the processes you want to measure before you measure them.

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## The decision support problem

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E-business analysts complain they haven't got the breadth and depth of business intelligence that true customer analytics requires. Current solutions lack flexibility, have narrow usability and you quickly experience the 'brick wall effect' – there's no real intelligence to reveal business drivers and no forward-looking capabilities, while reporting and information sharing are difficult and maintenance overheads are high.

In technology terms, the industry has reached an *impasse*. Web analytics vendors cannot deliver the access to multiple data sources required nor the business intelligence a true multi-channel approach demands. Meanwhile, traditional business intelligence providers cannot deliver the speed and functionality necessary to gather trusted and accurate interaction data.

By contrast, SAS for Customer Experience Analytics is the best of all worlds: a powerful, secure and easy-to-use environment that's far more than the sum of its constituent parts.

# Multi-channel customer intelligence: the way forward

## SAS for Customer Experience

Analytics removes, at one fell swoop, problems associated with achieving speedy and accurate data collection while simultaneously enabling profound insights through cutting-edge customer intelligence. This combination, unique in the industry, has already been proven in highly demanding web-based sales channel and e-business environments.

## Data collection solved

Through the SAS Alliance Partnership with speed-trap, real-time Dynamic Data Collection™ technology has been incorporated within the SAS data access, analytics and reporting platform. Forget tagging. Implementation takes just a few hours, and you're then in a position to collect every interaction on the web from every user all of the time, easily and securely. You can automatically see what's working and what isn't – for instance, at what stage in a sales process a potential customer drops out, perhaps when they reach a specific question.

And that's not all. When you choose SAS you're choosing complete flexibility in data access to any source or platform, thereby supporting a multi-channel strategy. You can access multiple data collection formats and any other data, from systems anywhere in the business, plus external sources. No web analytics vendor can deliver this.

## Decision support solved

SAS capabilities in analytics, delivering true customer and business intelligence, allied with exceptional reporting are beyond doubt.

SAS for Customer Experience Analytics is integrated with other SAS® Customer Intelligence solutions, all of which are underpinned by the SAS® Enterprise Intelligence Platform. This exceeds any other approach in terms of end-to-end analytics, reporting and information delivery.

You benefit from an accurate, complete picture of individual customers and have an opportunity, perhaps for the first time, to optimise every single customer touchpoint to maximise revenue and reduce marketing spend. Personalised portals mean the right information is delivered at the right time to any given user, with the most appropriate interface, reporting and analytics capabilities tailored to their specific role. The result is faster and more effective decision making based on accurate and reliable data.



## Benefits at a glance

Achieve positive impacts on:

- Sales revenue and cost to serve
- Marketing and campaign effectiveness
- Customer acquisition and customer loyalty
- Content design and fewer site errors
- Site performance and increased site usage
- Channel effectiveness.



“SAS has a credible e-business intelligence approach and has moved web analysis from a specific, tunnel vision affair in the domain of e-Marketers and Site Designers to one of general eBusiness Intelligence across the organisation – meaning that a company’s website becomes another area of activity to look at in the context of the entire enterprise rather than something in isolation.”

Major UK telecoms retailer

## Fast and secure: speed-trap Dynamic Data Collection™

A single speed-trap ‘Hot-Plug’ on each web page automatically works out what’s in that page then collects data on whatever the site visitor does – it can gather information on everything they see on the page, everything they do, every interaction. You can even replay the customer’s online session and their every action on video.

Even better, deployment takes a matter of hours, compared with many months of a costly and potentially inaccurate tagging process. The longer it takes to tag a site, the more out of date and less relevant earlier tags become – an emerging maintenance nightmare.

By contrast, with SAS for Customer Experience Analytics’ Dynamic Data Collection, the page is the source of information rather than artificially added tags. The ‘Hot-Plug’ is identical on every page on a site but, when a visitor accesses the page, things hot up: as the page loads, so too does the Hot-Plug code collecting dynamically defined data in real time.

All data is recorded, from the loading of a page to the movement of a mouse, from the clicking of a button to the content of a search list. Accuracy is assured. There are no third party issues to worry about so cookie blockers and firewalls are untroubled. Similarly, there are no security concerns because privacy, security and Data Protection issues are rigorously managed. With data collection taken care of, the power of SAS transforms this data into actionable insight.

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# Understanding customers: actionable intelligence from SAS

## SAS for Customer Experience

Analytics is founded on the SAS Enterprise Intelligence Platform. This integrates individual technology components into a single, unified system. The result is an information flow that transcends organisational silos, diverse platforms and niche tools, delivering new insights that are truly actionable. The SAS Enterprise Intelligence Platform includes:

- SAS® Data Integration
- SAS® Intelligence Storage
- SAS® Analytics
- SAS® Business Intelligence

All components and services are managed from a single point, reducing the administrative effort for maintenance of applications, users and security. Any other data from sources inside and outside the business, from all channels, can be easily incorporated into SAS for Customer Experience Analytics. For example, this might cover customer product propensities, customer profitability data, offline transaction fulfilment data, and customer socio-demographic information.

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## Comprehensive portal

Information delivery in SAS for Customer Experience Analytics is designed around specific user needs, with portals providing customised views for groups ranging from senior executives, decision makers and power users to information consumers, business analysts and IT users. Capabilities available range from self-service analysis, forecasting and configurable reporting to guided analysis, while integration with Microsoft Office means familiar desktop tools. A simple interface enables all users to assess, manage and present information in ways that are appropriate to them.

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## Proven analytics and reporting

SAS for Customer Experience Analytics works seamlessly with other proven customer intelligence solutions provided by SAS, helping close the loop in sales and marketing activities. These include:

- Behavioural filtering
- Campaign management
- Customer acquisition
- Customer insight
- Customer profitability
- Customer segmentation
- Digital marketing
- Fraud detection
- Interaction management
- Marketing optimisation and e-mail
- Response triggering.

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## Assured data quality

Data quality can be the biggest obstacle to achieving ROI from sales and marketing activities, which is why ensuring the highest data quality is a cornerstone of the SAS approach. SAS is one of the few vendors to provide an end-to-end integrated infrastructure that fully addresses quality issues by integrating data extraction, transformation and loading (ETL) and data cleansing with business intelligence and front-end information delivery. When SAS processes are combined with accurate interaction data provided by speed-trap Dynamic Data Collection, quality is assured.

## About SAS

SAS is the leader in business intelligence software and services. Customers at 40,000 sites, including 96 of the top 100 FORTUNE Global 500® companies, use SAS software to manage and gain insights from 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.® Visit us online at: [www.sas.com/uk](http://www.sas.com/uk).



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