



SAS® Interaction Management

Personalizing customer interactions in real time

Your customers are demanding more choices, better service and faster response times. And if you can't deliver the level of service they expect, they will go elsewhere. You've heard it before: the new digital economy has radically changed how your company conducts business and how your customers think about you. They're evaluating not only the goods and services you offer, but also how easy and satisfying it is to do business with you. And each of your customers wants to be treated as if they were your only one.

It's a new game with new rules. Instead of focusing on outbound channels like direct mail and catalogs, you're now coordinating inbound, outbound and event- and behavior-based communications. This means tracking and responding to customers across all touch points, including call centers, the sales force, marketing campaigns and the Web and providing a consistent face regardless of the communication channel. You need to interact with customers in the most personalized way at the time they need it — to accelerate new sales opportunities and salvage at-risk relationships. You need to find cost-effective ways to extend existing customer relationship management (CRM) systems to differentiate your company as a winner in this new economy.

SAS can help. SAS® Interaction Management is a next-generation solution that tracks customer behavior across multiple sources, recognizes

opportunities and helps you engage individual customers in real time. Now you can view each customer's behavior over time and act on significant changes immediately — when intervention is likely to have the most impact.

Why SAS? Because unlike other solutions, SAS Interaction Management assesses customer behavior analytically and enables you to intelligently track all customer interactions in real time. It alerts you to unexpected inactivity, enabling busy service representatives to stay on top of clients who may be at risk. You can treat customers as true individuals — instead of “members” of a customer segment — delivering relevant messages to them at the most opportune moment. And SAS can share this intelligence with a variety of front-end CRM applications, regardless of vendor, and can grow with you from a single channel, batch environment into a robust real-time, multichannel enterprise.

Drive marketing programs by initiating automated, optimized responses

How can you improve the effectiveness of your retention strategies and loyalty programs? Jump-start cross- and up-sell programs and conversion strategies? And institute channel and product optimization programs to drive down costs? SAS solutions are helping companies reduce attrition by as much as two-thirds while increasing cross-selling by 50 percent. Instead of using a “black box” set of rules, SAS Interaction Management coordinates



The Power to Know®

multiple personalization and decision-support methodologies, including collaborative filtering, rules-based analytics and state-based techniques to ensure the best possible response for every customer exchange.

With SAS® Interaction Management you can:

Tailor interactions in real time: SAS Interaction Management creates and dynamically maintains rich profiles on every customer, even as new transactions are being processed. This means customers receive pertinent information at the moment it's likely to be most meaningful to them. Accurately timed messages enhance customer satisfaction and greatly increase the likelihood of a desired customer response.

Receive early warnings of new opportunities: By combining real-time customer tracking with historical analysis, SAS Interaction Management sends early warnings triggers that can predict customer behavior before it happens. The result? You can intervene proactively to sell a new product or prevent a likely attrition early on in every customer dialog.

Set unique criteria for triggers based on time, events and behavior:

You can monitor patterns over time (state sequences or deviations from individual norms), transactions (single events or thresholds) or elapsed time – all from a single point of control. SAS Interaction Management uses these criteria to detect abnormal patterns of activity and inactivity and immediately trigger an appropriate marketing action or message.

Personalize dialogs with one-to-one granularity:

A state-based approach captures and evaluates individual behavior patterns. Instead of sending the same communication to a broad customer segment or writing business rules for every client, SAS Interaction Management treats customers as unique and individual “segments of one,” delivering relevant messages to them at the moment their behavior indicates the need to do so. With such detailed knowledge of customer behavior, you can customize marketing programs to the individual. Because it analyzes the past and present behavior of each customer, SAS Interaction Management initiates a personalized message specific to each customer scenario.

Fuel front-office systems with intelligence.

Maximize returns on CRM investments – including sales force automation tools, call center, and campaign and e-mail management tools – by combining them with the widest array of analytic techniques available: collaborative filtering, predictive modeling, business rules, state-based decision making and more. With SAS Interaction Management, you can manage multichannel customer interactions in one environment that accommodates your growing needs.

From SAS, an industry standard

The world's leading organizations have chosen SAS as a stable and committed software partner, dedicated to helping them use technology to gain more knowledge about their data and their processes, thus yielding better results. SAS is the world's largest privately held software company, serving more than 39,000 customers in 117 countries. More than 3.5 million users have seen the power of SAS turn raw data into rare insights.



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