



SAS® Customer Intelligence

SUMMARY

**THE
POWER
TO KNOW®**

SAS Customer Intelligence

Apply SAS Intelligence to synchronize all customer communications in order to provide the best recommendation(s) for every communication in the context of your relationship with your customer...and in the context of your business



The Abiding Principles of Good Marketing

- § Gain Insight into your business and customers
 - Across all product lines, channels, geographies, time periods
 - Across all types of customers, profitability, risk and potential
- § Choreograph every contact with your customers
 - Based on optimisation of resource – money, people, opportunity
 - ATL, BTL, Outbound, Inbound
- § Track, Measure, Report – Marketing Performance
 - What works for whom
 - How much did it make
 - How does it impact on the future strategies and plans

Thank you for your time and attention

Norman Webb / Alan Gormley
Global Customer Intelligence Practice



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