



SAS® FOR CUSTOMER EXPERIENCE ANALYTICS SERVICES

■ Key Benefits

- **Understand How Your Customers Interact With Your Website:** We will allow you to understand how effective your site and advertising is from a customer's perspective. And how you can improve conversions of visits into sales.
- **Rapid Results and Return on Investment:** On previous projects, SAS® consultants have enabled organisations to gain valuable results in just a few weeks, and achieve ROI as high as 300% in three months.
- **Reduce Risk and Control Costs:** SAS consultants are familiar with all aspects of SAS technology and understand how to deliver best value from SAS® for Customer Experience Analytics. By dealing with our experts, you can be sure that the job will be done properly first time.



**THE
POWER
TO KNOW®**

As more people adopt the Internet to facilitate their personal and business lives, it is crucial for businesses to gain meaningful insight into the online customer experience both in itself, and importantly, in relation to other channels.

A complete understanding of your customer enables you to design better targeted marketing programmes, enhance online business processes and create compelling and engaging content to enable your customers to perform tasks with ease. This, in turn, will drive up sales, loyalty, cross and up-sell opportunities, and improve self-service.

SAS® for Customer Experience Analytics provides an immediate and complete picture of your customers by capturing every web site interaction, transforming these interactions into customer-centric knowledge and integrated with other channel views. This approach allows you to understand, model and, ultimately, market to these customers.

Organisations that have adopted this technology understand significantly more about their customers and how they interact with the online channels. Return on investment is as high as 300% within three months and drives considerable cost savings.

From identifying the value SAS® for Customer Experience Analytics will bring to deployment, data integration, analysis and reporting; our comprehensive range services will ensure your organisation gets the most from this technology.

Service description

SAS for Customer Experience Analytics Services have been created to enable you to realise the benefits of comprehensive web analytics, and gain true customer insight by answering questions including:

- How is my site performing from my customers' perspective?
- How effective is my advertising, not just at a click, but a customer level?
- How can I quantify my customers' experience online, and am I converting visits into sales?

Whether you are at the exploratory stage, looking for a serviced approach or require a fully integrated deployment, our expert consultants will enable you to succeed.

Service activities

SAS for Customer Experience Analytics Services provides a flexible, modular approach. Each service is outlined below and can be customised to your specific requirements.

Value Assessment

- Understand how SAS® for Customer Experience Analytics can deliver value for your business. The value assessment will focus on one of the following key areas of benefit:
 - Site performance
 - Advertising effectiveness
 - Quantifying experiences
 - Conversion optimisation
 - Customer insight.

Framework Deployment

- The Customer Experience Analytics Framework delivers the foundation layer upon which the business can

begin their customer experience journey. Our consults will deploy the framework to deliver a series of standard reports allowing you to extract vital information from the data that is collected very quickly

- The framework deployment includes Dynamic Collection™, removing the need to tag the website and a series of standard reports that will allow businesses to extract vital information from the data that is collected.

Data Customisation

- The data model deployed within the framework transforms the raw event data into business information which represent transactions, campaigns, performance, form usage, user and customer profiles, etc.
- Our experienced consultants can customise the data collection in line with your business objectives, to measure additional aspects of your site and customer behaviours, enhancing the data model to provide additional insight and business value.

Data Integration

- Poor data quality and lack of an integrated architecture are often the biggest obstacles to delivering value from sales and marketing systems
- SAS for Customer Experience Analytics provides web data at a customer level, enabling it to be integrated with customer data from other systems, for example to create targeted marketing campaigns based on online behaviour. Our consultants can help you achieve this cross-channel capability through data integration processes that automatically bring customer data together from multiple sources

Report Customisation

- The SAS® for Customer Experience Analytics framework is delivered with a set of standard reports based upon supplied information maps and data cubes
- Our experienced consultants can customise these reports to provide additional business insights, develop additional reports, or provide knowledge transfer so you have the capability to add to your report portfolio over time.

Enterprise Dashboard Creation

- We work with you to create business intelligence dashboards through SAS's secure portal, enabling you to easily monitor key performance indicators related to your website and corporate goals. Dashboards can be developed to meet the information needs of different roles within your business.

Customer Analytics

- Using the rich data collected by Dynamic Collection™ our analytics consultants will show you how to segment your customers, marrying online data with existing customer information to understand exactly how different groups are likely to behave. We will help you build predictive models for each of your business goals. Then deploy them in your marketing campaigns, ensuring you target the right customers with appropriate messages
- We can also build goal-seeking routines focused on your business goals. These will display which adjustments of a driver will deliver your desired outcomes. Additionally, we can deploy our advanced forecasting technology.

Skills Audit

- Working with our Education department, we will help you to identify gaps in skills and develop an appropriate programme of training and development. In addition to formal training, we can offer on site user support and knowledge transfer.

Managed Service

- We can run your SAS for Customer Experience Analytics deployment as a 'managed service'. Our consultants can implement within your environment, giving you control and the ability to insource when you are ready
- Alternatively, we can fully manage the process on your behalf with only regular transfers of data required.

Service deliverables

For details of deliverables, estimated prices and duration, please refer to our supplementary SAS Customer Intelligence services catalogue.

The SAS Advantage

We understand and can apply SAS technology better than anyone else. Our development expertise spans three decades, and our experience with customers around the world is unrivalled. With every engagement, our methodologies and best practices will deliver tangible results for your organisation.

Now, with the SAS for Customer Experience Analytics Services you can gain a complete understanding of your customer enabling you to design better targeted marketing programmes, enhance online business processes and create compelling and engaging content to ensure that your customers can perform tasks with ease.



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SAS UK WITTINGTON HOUSE HENLEY ROAD MEDMENHAM

MARLOW BUCKS SL7 2EB +44 1628 486933 WWW.SAS.COM/UK

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