



Business Impact

Isolating web analytics from the rest of a business is not sustainable in a multi-channel world where competition is fierce and customers are smarter than ever before.

Challenges

- **Seeing the bigger picture.** Profiting from all multi-channel interactions is essential to performance: this means more than just a list of hottest pages and unique visitor counts.
- **Collecting valuable data.** Old-school techniques like tagging, network packet sniffers and web log analysers are time-consuming, costly, inflexible and provide data of limited value.
- **Sharing knowledge.** The limited facts gained often stay in the operational realm, with people unable to translate them into business insight for everyone's benefit.
- **Delivering true decision support.** Analysts and business professionals are constrained by a lack of breadth and quality in the business intelligence available for true customer analytics.



**THE
POWER
TO KNOW®**

How can we know exactly what customers do online, and use that insight across all channels and touchpoints?

YOUR GOAL: Increase sales revenue by gaining actionable multi-channel intelligence.

Most organisations haven't yet realised the true potential of the huge growth in data collection – enabled by the web and other channels – as an agent for profitable change. You not only need the data, of course, you also need the ability to transform it into actionable insight.

But technology has reached an impasse. On the one hand, web analytics vendors cannot access multiple data sources or provide the business intelligence a multi-channel environment demands. On the other, BI providers cannot provide the speed and functionality required to gather accurate and timely interaction data.

THE SAS® SOLUTION: Beyond web analytics

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

- **See more.** A single 'Hot-Plug' on each web page collects data on everything a visitor sees, everything they do, every action, timed to the millisecond.
- **Understand more.** Up-to-date customer intelligence means you can optimise channel effectiveness and profitability, determining the best customers to target with offers and campaigns.
- **Take a truly proactive approach.** Monitor and forecast all processes, quantify successes and failures, and assess the impact of improvements.
- **See the bigger picture.** Incorporate multiple data sources inside and outside the enterprise, with total scalability to handle massive amounts of complex data.
- **Make improvements.** Understand customer behaviour through sophisticated visualisation tools and so deliver a richer, more profitable customer experience.

By measuring and understanding every aspect of an individual customer's experience, the opportunity is to drive value in all interactions for every sales channel and at every touchpoint.

APPROACH: From arrival through interaction to business response

The SAS approach is based on understanding individual customers, recording business events and customer experiences rather than web metrics, then providing actionable insight.

speed-trap's Dynamic Data Collection™ technology solves the data collection problem. Implementation takes a few hours and you can then collect every interaction from every user. SAS also provides access to any other data source or platform, for multiple collection formats from systems anywhere. No web analytics vendor can deliver this.

The proven customer and business intelligence capabilities of SAS then provide insight through customised portals for groups ranging from executives and senior decision makers to information consumers, business analysts and IT. Areas supported extend from behavioural filtering, campaign management and acquisition to customer profitability, segmentation, digital marketing and response triggering.

- Understand the complete customer experience
- Acquire more customers, enhance conversion rates and build revenue
- Reduce cost per sale and cost to serve
- Raise service levels, improve relevance and minimise attrition,
- Forecast customer behaviour to tailor offers and plan targeted campaigns
- Maximise ROI across all channels – use all data for a true multi-channel strategy.

CUSTOMER EXPERIENCE: UK retail bank

“The SAS/speed-trap solution is impressive and seems to provide reliable and incredibly rich data capture with the ability to easily turn this data into management information that enables all levels and functions in the organisation to run the business more effectively.” *Head of Online Banking.*

CUSTOMER EXPERIENCE: Major telecoms retailer

“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.”

Discussion Points

Are you inside your store?

Selling to or servicing customers online is like managing a shop from the stockroom: you may hear footfall but that's all. The best web analytics offers is a highly restricted view of unidentified customers entering and leaving. What could you achieve if you were inside the store - conversing with customers, learning what you and they want, engaging in true customer-relevant sales and marketing?

Applying fresh insight in new ways.

If you had the ability to 'know everything' about a customer's experience, what would you do with this knowledge to increase revenue? For example, if you knew what the customer saw, what they did, when they did it, how long it took them, and where they came from – and had the ability to predict what they will do tomorrow...?

Seeing which customers drop out – and when.

Understanding 'the path not taken' is just as important as seeing what a customer actually does. What actions could you take if you could see at what specific stage in a sales process a customer drops out?



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