SAS® for Communications

Get the most out of your data to improve all aspects of the customer experience, business performance and profits.

Overview

The experience for the communications service provider’s (CSP) customer is complex. It encompasses all services, issues and CSP interactions including use of mobile devices and applications running on multigenerational technology. To improve business performance and profits, CSPs need to understand the customer experience to improve it and use insights to drive sound decision making. Without this insight, CSPs risk decreasing average revenue per user (ARPU), increasing churn and costs and ineffectively using resources.

CSPs capture enormous quantities of unique and varied customer data; however, they lack this insight. There are call detail records (CDR), applications data, trouble tickets, external data as well as data from sales, marketing and billing. There is customer data, network performance and financial data. However, rarely do CSPs take full advantage of this data. Too much data is not integrated or analyzed sufficiently to be of use to CSPs. SAS helps CSPs get the most out of their data to improve all aspects of the customer experience, business performance and profits.

Challenges

1. No unified view of the customer. Difficulty accessing and using customer information across internal systems and from third parties makes it hard to see all the relevant factors influencing the customer experience such as the customer’s services, trouble tickets or number of family members.

2. Ineffective segmentation/profiling. Customer segments are infrequently updated, often inaccurate and don’t take into account deep customer insights (e.g., historical behavior, attitudes, predicted preferences, purchase propensities, lifetime value, etc.).

3. Inability to measure costs and profits. If you can’t measure individual customers’ value, the cost to serve them or campaign costs, you risk continuing unprofitable campaigns and overspending on unprofitable customers, products and services.

“The insights derived from our new analytics capabilities are allowing us to find the sweet spots that will continue to drive loyalty, profitability and sustainable growth.”

Carrie Gray
Executive Director for Medium Business Marketing, Verizon
Benefits

With nearly three decades of communications industry experience in more than 200 global communications companies, SAS provides an integrated solution with proven software, services and best practices. With SAS, CSPs can:

- **Grow Customer Revenue:** Increase ARPU by gaining an integrated view of the customer, creating more targeted and granular customer models and implementing effective campaigns.
  - **Gain a holistic view of the customer**
    Create a unified customer view across business units such as customer service and marketing, across services such as fixed and wireless, and eliminate duplicate customer records and trouble tickets.
  - **Develop more effective customer models**
    Target profitable prospects for cross-sell and up-sell and develop effective contact strategies by creating segments that incorporate attitudes, predicted preferences and degree of social influence.

- **Prevent Profitable Customers’ Churn:**
  Improve the experience and retention of profitable customers by analyzing these customers and why they churn, prioritizing their issues and implementing more effective retention strategies.
  - **Proactively respond to churn**
    Identify customer behavior that might indicate churn is imminent so you could successfully implement a retention campaign.

- **Determine profitability**
  Quantify customer value and focus on developing relationships with the most valuable customers.

- **Improve Campaign Return on Investment:** Use customer insights to understand and segment customers, manage and automate campaigns and select the optimal mix of offer, customer and channel.
  - **Implement specific policies**
    Create policies that are consistently managed and incorporated into each campaign.
  - **Optimize campaign ROI**
    Optimize ROI for campaigns taking into account price, channel capacity, budget, offer, etc. while ensuring campaigns meet objectives.

- **Optimize Network, Service and IT Resources:** Prioritize resources in areas that have the most impact on the customer experience by identifying customer issues analyzing performance and costs, forecasting demand and optimizing resource allocation and planning.
  - **Understand the impact of network issues**
    Gauge the impact of network issues/failures on the customer’s experience.
  - **Forecast traffic demand**
    Accurately foresee various services and traffic demand at the element level.
  - **Prioritize repairs and customer issues**
    Better understand root causes of events and their impacts to prioritize repairs and service issues.

"We help the call center. We can help our shops. We can help the whole organization make better, informed decisions. We can get information about what customers are looking for to the front-line customer service staff so much more quickly. We do it in such a way that is simple and makes sense to them; it clearly makes a big difference in our service delivery."

Kate McKenzie
Chief Marketing Officer,
Telstra accepting the 2010 SAS Enterprise Excellence Award
Capabilities

Whether your need is to grow customer revenue, prevent profitable customers’ churn or optimize resources, SAS provides the strongest, most wide-ranging analytical capabilities supporting the communications industry.

Integrate the customer view.

- **Data management:** Extract, cleanse, transform, conform and integrate virtually all internal and third-party data sources including structured and unstructured data (such as e-mail, voice mail and call center records).
- **Analytics architecture for communications:** Use a comprehensive, customizable and scalable data model that enables CSPs to include data from across multiple systems and service lines (fixed, mobile, broadband, cable, TV, etc.) for use by analytical applications. To protect the CSP’s investment, the analytics architecture is aligned with the TM Forum Information Frameworks – also known as the Shared Information Data (SID) model, the industry standard.

Analyze the customer experience.

- **SAS® Customer Analytics for Communications:** Use precise and comprehensive predictive customer behavior models that address customer segmentation, churn prediction and propensity to purchase additional products.
- **SAS® Customer Link Analytics:** Identify social communities based on relationships between customers, measure and segment customers based on social influence, and target customers based on changes within their social communities. Discover social networks between customers and uncover leaders, followers and other members within social communities.
- **Data mining:** Create predictive and descriptive models by uncovering trends and patterns in vast amounts of data from across the enterprise.
- **Real-time analysis:** Combine SAS Analytics with business logic and contact strategies to deliver real-time decisions and recommendations to interactive channels, such as the Web, call center and point of sale (POS).
- **Text analytics:** Maximize the value of information within large quantities of text by extracting, interpreting, mining and structuring information to reveal patterns, common sentiments and relationships among documents.
- **Cost and profitability management:** Create business process models to determine cost, profitability and drivers. Provide accurate cost and profit calculations based on the rule-driven allocation of expenses and revenue down to the individual transaction.

Improve the customer experience, business performance and profits.

- **SAS® Offer Optimization for Communications:** Efficiently determine the optimal offer for each customer in advance of a customer interaction. Perform complex calculations of individual customer bills under any number of price plans, giving operators a precise, analytically driven, prioritized list of offers that balance the customer’s desire to reduce cost with the operator’s need to maximize profits. Factor into campaigns multiple weighted objectives and constraints such as policies and budgets.
- **Campaign management and automation:** Combine analytics with business logic and contact strategies to deliver real-time decisions and recommendations to interactive customer channels. Plan, test and execute inbound, outbound, multichannel and multi-offer marketing campaigns.
- **IT resource management:** Analyze, monitor and anticipate the use and performance of the IT infrastructure by providing an enterprisewide view of IT services and resources.
- **Forecasting:** Understand which key business drivers are having the highest impact on consumer demand. Test “what-if” scenarios such as price changes or promotions, and determine their likely effect on future demand. Analyze and forecast processes that take place over time. Identify previously unseen trends and anticipate fluctuations so you can more effectively plan for the future.
- **Optimization:** Identify the actions that will produce the best results, while operating within resource limitations and tight restrictions with a powerful array of optimization, project scheduling and simulation techniques. Consider more alternative actions and scenarios, and determine the best allocation of resources and the best plans for accomplishing goals.
THE SAS® DIFFERENCE:

SAS’ proven software, services and best practices provide an integrated solution that delivers exceptional insights to improve the customer experience, business performance and profits.

SAS offers:

• **Superior data management.** SAS lets you extract structured and unstructured data from nearly any source and transform it, as well as from third parties and across business and service lines for a holistic customer view.

• **A communications-specific customer data model optimized for analytics.** An optional communications data model addresses segmentation, cross-sell/up-sell, churn, and product bundling optimization.

• **Powerful analytics.** Data and text mining and detailed segmentation/profiling help you understand and predict customer behavior.

• **Social influence analysis.** Identify social communities and measure social influence based on relationships between customers using role-based variables to enhance existing segmentation models and discover how best to target influencers.

• **Critical early-warning alerts.** Only SAS lets you establish triggers that automatically send early warning alerts when a key customer’s behavior is about to change – so you can intervene early enough to make a difference.

• **Cost and profitability analysis.** Calculate cost and profitability of activities tied to campaigns as well as customer, channel and product profitability.

• **Forecasting.** Identify previously unseen trends and anticipate fluctuations so you can more effectively plan for the future.

• **Patented optimization.** Our patented algorithms are more precise, scalable across data volumes, flexible and can be applied to many business activities, such as marketing campaigns, resource planning and allocations. Multiple weighted objectives can be built in the model for optimal results.

Only SAS provides an evolutionary growth path that lets you address your most critical business issues first, then add new functionality over time as your needs change.


**CASE STUDY: Vodafone Australia**

**Situation**

To grow in a nearly saturated mobile phone market, Vodafone needed to take market share from other providers and increase revenues per acquired customer.

**Solution**

Vodafone uses SAS to collect and analyze data to precisely calculate which elements of its campaigns are most successful. Up-to-the-minute information reveals which channels are the most effective in a given situation, which customers should be targeted with what types of approaches and when.

The analyses are used to refine and optimize future campaign design and execution for improved return by:

• Scoring and modeling to help segment user categories and behaviors.

• Managing channel propensity.

• Addressing customer loyalty and churn.

• Improving cross-sell and up-sell rates.

**Results**

• Marketing response rates are three to four times better than before.

• Better targeted campaigns resulted in increased ROI.

• The analyses enable Vodafone to process and optimize as many as half a million leads in as little as half an hour.

Ensure Success with SAS’ Proven History and Leadership

• SAS is listed in the Leaders quadrant of Gartner’s 2010 Magic Quadrant for CRM Multichannel Campaign Management¹ and the Forrester Wave for cross-channel campaign management.²

• For eight consecutive years, CRM magazine has recognized SAS as the leading provider of CRM analytics.

• SAS Marketing Automation has been named Product of the Year for two consecutive years by Customer Inter@ction Solutions magazine.

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