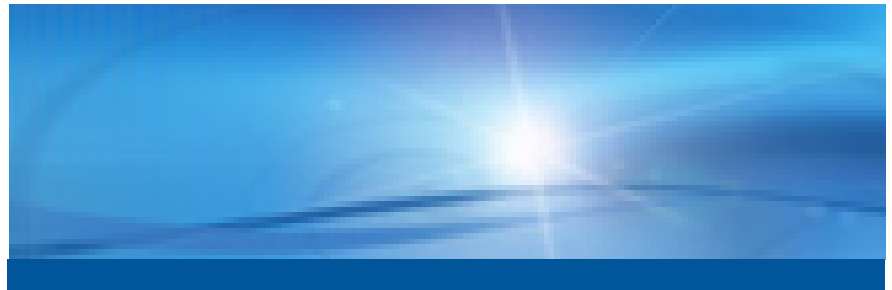




## SAS® Customer Intelligence

Solve more marketing challenges with a comprehensive enterprise solution



“SAS Analytics lead to deeper understanding and insight into our customers’ behavior, yielding strong increases in customer retention.”

**Chris McCann**

President, 1-800-FLOWERS.COM

Marketing organizations today face an increasingly competitive marketplace. Customers have high expectations that must be met in order to maintain their loyalty and satisfaction.

That makes it essential for your organization to maximize its use of customer intelligence. You’ve got to have the right customer information to know which customers are profitable so you can make smart decisions about which customers to focus on, and what you need to do to keep and grow their business.

To successfully meet the needs of customers, marketing organizations today are recognizing the value in employing a customer-focused process – one that allows them to craft and execute optimized communication plans that provide quantifiable results and support the organization’s goals.

SAS Customer Intelligence solutions enable you to deepen your customer insights, choreograph your customer interactions and continuously improve your organization’s marketing performance.

### Our Solution

#### SAS Customer Intelligence

provides the most comprehensive suite of enterprise marketing solutions available to help you:

- **Drive profitable revenue growth** through increased retention, cross-sell/up-sell and acquisition of valuable customers.
- **Enhance the customer’s experience** by leveraging customer insight to improve the quality and content of customer interactions.
- **Increase accountability across marketing** by having complete visibility of your marketing process and the resulting performance.



“We simply would not be able to base our marketing on customer insight if we did not have SAS. We built our first customer insight models in 2001, and it is making our marketing more effective every year.”

**Marcel Stettler**

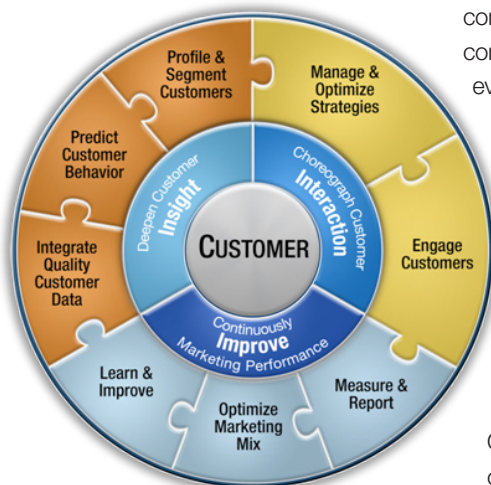
Head of CRM Operations, Winterthur (Switzerland)

## A Data-Driven, Customer-Focused Marketing Process

SAS provides a data-driven, customer-focused marketing process delivered through an integrated marketing platform. This best-practice process addresses the needs of all stages of your marketing organization’s development.

### Deepen Customer Insight

To gain insight into what your customers will do in the future, you have to first understand what they have done in the past. SAS enables you to manage customer data and understand the behavior patterns of your best and worst customers. By having insight into your customers’ attitudes, behavior, profitability and risk, you can make smarter decisions for your marketing organization. Steps in this segment include:



*Customer-focused marketing process.*

- **Manage quality customer data** by accessing virtually any database to create a customer-centric data repository, moving data between operational and marketing systems, and cleansing the data to ensure that decisions are made using the right data.
- **Predict customer behavior** using a range of analyses, including customer value analysis, market basket analysis, customer profitability, response modeling, churn analysis, credit scoring and more.
- **Profile and segment customers** based on historical behavior, profitability and lifetime value.

### Choreograph Customer Interaction

Customers want to feel as though companies understand them – and they expect to be treated consistently. A well-orchestrated marketing campaign requires coordination and synchronization across multiple channels. SAS provides the ability to choreograph a comprehensive, multichannel marketing communication strategy that optimizes every resource to achieve your goals and maximize your ROI. Steps in this segment include:

- **Develop and optimize segment strategies**, using customer insights to determine how much time, effort and resources are needed for selling or marketing to each customer segment and evolve customers through their life cycle. Optimize ROI for every customer communication.

- **Engage effectively with customers** by implementing effective, consistent and timely communications across channels.

### Continuously Improve Marketing Performance

To make your marketing organization work like a well-oiled machine, it is critical to implement a closed-loop marketing process that makes adjustments over time. SAS provides the scorecards, reporting and underlying analytical capabilities needed to instill accountability and have complete visibility of your marketing process and the resulting performance, so you can make midcourse corrections when you hit a bump in the road. Steps in this segment include:

- **Measure and report on all aspects of the operation** by aligning activities to strategies and goals to improve the performance and accountability of marketing sales and service.
- **Optimize investment across direct and indirect marketing** by continuously monitoring, predicting and optimizing your mass marketing, pricing, and promotion and other activities.
- **Continuously learn and improve** through an integrated marketing platform and closed-loop marketing process.

## Capabilities that Enable a Best-Practice Approach

Whether your need is to bolster customer insight by calculating customer lifetime value, to execute more efficient and effective customer interactions using a campaign management solution, or to instill accountability across marketing, SAS Customer Intelligence provides the widest range of functional capabilities available.

### Deepen Customer Insight

**Data management** capabilities pull data from nearly any source and apply proper data quality techniques to ensure that customer information is in the best possible state.

**Social marketing analysis** integrates and analyzes social data, enabling organizations to act on intelligence gleaned from online conversations and relationships.

**Customer analytics** provide descriptive and predictive insight through response models, churn analysis, customer value analysis and more.

**Customer profitability** can be calculated by drilling down to the customer or individual transaction level.

**Forecasting** allows you to identify previously unseen trends in customer data – helping you to make marketing decisions accordingly.

**Online insight** helps you get the most out of your e-business channels and glean customer insight from online interactions.

**Credit risk analysis** and assessment capabilities help you more accurately develop and track credit risk scores.

### Choreograph Customer Interaction

**Campaign management** results in more relevant, intelligent and predictive lists, so you send the right offers to the right customers across your channels.

**E-mail/mobile marketing** provides large-scale multimedia messaging capabilities – including e-mail, SMS, MMS and WAP – within single-channel or multichannel marketing campaigns.

**Event triggers** send alerts to let you know when it's most appropriate to reach out to your customers.

**Real-time decision making** improves revenue, growth and retention by optimizing every customer interaction through real-time delivery of decisions and recommendations.

**Optimization** enables you to maximize overall value by determining which offer to send to each customer while considering factors such as contact strategy, budget and channel constraints, and others.



*Enabling capabilities.*

### Continuously Improve Marketing Performance

**Marketing performance reporting** surfaces specific metrics based on individual user needs and allows you to drill down for a deeper understanding of performance and any other potential issues.

**Marketing mix optimization** helps you track and improve the effectiveness of your marketing investments – and quantify the ROI of marketing activities.

**Marketing metrics and scorecards** use prebuilt marketing KPIs incorporating marketing best practices in areas such as business/finance, marketing program, customer and marketing processes.

## The SAS® Difference

SAS Customer Intelligence solutions provide the most comprehensive enterprise marketing solution for your data-driven marketing process. While other vendors provide components to satisfy some of your needs, SAS delivers the only complete set of capabilities available on the market. For your organization, the SAS difference means you can:

### Continually Make Smarter Decisions

Using SAS Analytics, you'll gain the knowledge and insight needed to make smarter decisions and have a complete understanding of your customers. Whether it's building predictive models for campaign response rates, using optimization to maximize channel ROI, forecasting to predict sales, or managing and maintaining your existing models, SAS is the proven leader in providing analytics to help you make smarter decisions.

### Solve More Marketing Challenges

As illustrated by the customer-focused marketing process described earlier, only SAS provides a complete set of capabilities to solve more of your marketing challenges. As you develop strategies and activities to fulfill the needs of your customers and marketing organization, you can count on SAS to deliver the solutions and technology you need for success.

### Evolve Your Marketing Organization's Capabilities

SAS Customer Intelligence is structured to provide a growth path that addresses all stages of your marketing organization's development. Whether you need to develop an accurate view of your customer or focus on executing and optimizing your customer communications, SAS has a solution that fits your organization's needs.

Learn more at [www.sas.com/success](http://www.sas.com/success).

### Ensure Success with SAS' Proven History and Leadership

- SAS has been in business since 1976 and has more than 45,000 customer sites worldwide.
- SAS is listed in the Leaders quadrant of Gartner's 2010 *Magic Quadrant for CRM Multichannel Campaign Management*<sup>1</sup> and the 2010 *Forrester Wave* for cross-channel campaign management.<sup>2</sup>
- 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.
- SAS customers or their affiliates represent 92 of the top 100 companies on the 2009 FORTUNE Global 500® list.

<sup>1</sup> Gartner Inc., *Magic Quadrant for CRM Multichannel Campaign Management*, Adam Sarner, May 13, 2010.

<sup>2</sup> *The Forrester Wave: Cross-Channel Campaign Management, Q4 2009*, Suresh Vittal, December 14, 2009.



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