



SAS® for Mobile Interaction

A foundation for profitable customer management innovation

Overview

While voice revenues will remain the primary revenue generator for operators in the medium term, revenues from mobile content are forecast to rise. However, the era of mobile marketing is still in its infancy, and operators that are taking advantage of the mobile channel to enhance the customer experience are gaining a competitive advantage.

The fact is that consumers tend to confine themselves to applications that are preloaded on their mobile devices, and they remain largely unaware of content that is designed specifically for them. Unfortunately, the practice of mass-marketing handsets on the basis of post-paid, prepaid, business or consumer categories – still the norm in the industry – is insufficient for conveying essential information to customers.

While providers seeking to drive higher mobile content revenues shouldn't overlook traditional consumer marketing principles, there's one important distinction – the mobile channel itself is often the best marketing vehicle for creating awareness and educating consumers in the increasingly complex mobile world.

The **SAS for Mobile Interaction** solution enables communications service providers to interactively engage customers using any of their preferred com-



Challenges

- Keeping customer management costs in line with industry margin erosion.
- Cost-effectively improving customer retention.
- Optimizing customer revenue streams.
- Coordinating all actions for optimum management of the total customer experience across the global enterprise.

munication channels – including wireless devices – enabling you to track activities and interact with customers in real time.

This highly flexible solution gives you the ability to send promotional offers, take advantage of cross-sell and up-sell opportunities, survey your customer base, and provide useful information, all while helping you reduce customer churn.

The SAS® solution

By combining the capabilities of SAS Digital Marketing and SAS Marketing Automation, SAS for Mobile Interaction enables operators to create targeted campaigns for immediate delivery to the subscriber's handset.

The customer's response is immediately available for analysis and workflow routing, and each customer interaction becomes a data point, enabling increasing levels of customer intimacy.

A highly visual executive portal

A visual dashboard containing high-level, real-time detail enables you to:

- Monitor key performance indicators and gain the customer intelligence you need to thrive in a hyper-competitive market.
- Analyze different parameters and better target unique offers to specific customer segments.
- Access essential information – such as state and overages – that enables you to create the right offer for each customer segment.

A step-by-step campaign flow

With the solution's step-by-step campaign flow, you can:

- Plan, develop and execute campaigns.
- Develop and track specific offers for different customer segments.

- Examine data over time to predict the likelihood of customers to churn or purchase a specific product, as well as identify cross-sell and up-sell opportunities.
- Apply modeling and customer segmentation data to better target the right customers, with the right offer, at the right time.
- Automatically prepare the export file for broadcast when the campaign and customer segmentation are complete.
- Deliver a specifically targeted offer to your customer.
 - This “wakes up” content and applications cached on your customer's mobile device, giving them immediate access to content.
 - You can then easily track customer responses in real time.

Content discovery

An Interactive Commerce Accelerator provides content discovery, pushing relevant new content to customers based on their demographics and personal profiles.

- The application can be preloaded on mobile phones, downloaded at a retail store, or offered as a free, over-the-air download.
- Once installed, the application enables subscribers to opt in for alerts on mobile content and services.
- Customers can reply to a targeted message by selecting the “accept offer” button.

- You can also create a list of alternate options from which your customer may choose, available under the “options” button. For example:
 - A customer selects “call me now” from a list of options.
 - Your call center receives subscriber data for immediate follow-up.
 - The solution then reports on time of broadcast, time of customer reply and option selected.
 - Every five seconds, campaign updates are provided in a clear, visual form, enabling you to analyze the many parameters of a promotional campaign.

About SAS

SAS is the leader in business intelligence and analytical software and services. Customers at 45,000 sites use SAS software to improve performance through insight from data, resulting in faster, more accurate business decisions; more profitable relationships with customers and suppliers; compliance with governmental regulations; research breakthroughs; and better products and processes. Only SAS offers leading data integration, storage, analytics and business intelligence applications within a comprehensive enterprise intelligence platform. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®.

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