



SAS® Service Operations Optimization

Reduce the overall cost of service operations while increasing customer satisfaction

Overview

As post-sales service grows in importance, organizations are quickly working to differentiate themselves from the competition. Post-sales services present opportunities for potential growth in revenue and for tremendous cost reductions across the service chain. Although most organizations have figured out how to manage their service operations, it's still a challenge to significantly improve them in top-line revenue and bottom-line cost to serve customers. SAS® Service Operations Optimization provides the ability to monitor, predict and optimize service operations, resulting in accelerated value across the service chain. An optimized service operation helps organizations attract and retain profitable customers for life.

Using SAS Service Operations Optimization, you can improve your contact center and field service operations by:

- **Managing performance across call agents, technicians and managers** through individual and team scorecards, and ranking analyses that objectively order performance using key performance indicators and metrics.

Challenges

- **High customer churn** has a negative impact on your revenue stream, and it's less expensive to keep current customers than to acquire new ones.
- **Scattered, untrustworthy service data** makes it impossible for everyone to see all of the data that exists, or to have confidence that they are seeing the correct version of the data needed for decision making.
- **Inability to determine the cost of service by products or customers** leaves you in the dark about how much you are spending — as opposed to what you should be spending — to provide service while maximizing revenues.
- **No way to detect suspect claims and training requirements** with field repair and service centers, contributing to both higher employee attrition rates and training costs.



Retain valued customers, deliver outstanding field service

The solution

SAS Service Operations Optimization provides the ability to monitor, alert, predict and optimize your customer support operations. The solution delivers a comprehensive set of service chain capabilities :

- Information delivery portal
- Individual and team scorecards
- Performance ranking
- Service call forecasting
- Suspect claim analysis
- Data analysis
- Call pattern analysis
- Call resolution analysis
- Financial analysis

- **Predicting contact center and field service resource demands** by product, required skill level and geographic location.
- **Alerting management of emerging service issues** before they affect customers and become costly to the organization.
- **Accelerating root-cause analysis by increasing the ease and flexibility of analysis**, allowing analysts to quickly identify factors that significantly affect service operations.
- **Automatically identifying suspect service claims**, reducing the cost of fraud and service provider miscodings.

The difference between a good service chain and a great one typically lies in an organization's ability to efficiently monitor and be alerted to key activities within their operations, predict future demand and performance, and optimize the various service elements to achieve the best outcomes. Organizations that achieve this breadth of capability will enable all stakeholders to have online access to the same service-related data, including call records, products and contract/SLAs. These organizations will not only squeeze latency and costs out of their operations, but also consistently retain more customers and edge out competitors. In essence, they will have optimized their service chain operations, thereby improving operational efficiencies, profitability and customer satisfaction levels.

Why SAS?

As the leader in service intelligence solutions, SAS combines the world's best analytics with the industry experience of our service intelligence practice. From simple reporting to sophisticated analytics, SAS Service Operations Optimization supports all business intelligence activities in an integrated, interoperable environment. This produces consistent, accurate, reliable results and fosters greater cooperation and partnership among teams.

SAS Service Operations Optimization is a part of the SAS Service Intelligence suite that is designed to help organizations holistically improve their service operations. SAS Service Intelligence allows you to realize immediate improvements in various areas of your service chain (e.g., contact centers, field service, quality, warranty, service parts, maintenance, etc.), while investing in a suite that supports the complete integration of your quality and service data. As a result, after-sales support operations are transformed from a series of disconnected cost centers into an integrated profit center.

Benefits

Optimize customer satisfaction levels

- Accurately identify call volume drivers and product issues in near-real time.
- Increase staffing optimization with near-real-time trend analysis.
- Measure agent/technician customer performance and provide immediate feedback.
- Identify customer propensity to churn, and the processes that drive customer dissatisfaction.
- Rapidly resolve problems that can result in customer dissatisfaction.
- Correlate churn performance and customer concerns with products and services.
- Distinguish customer satisfaction as it relates to each aspect of service delivery — throughout the customer life cycle.

Increase staff productivity

- Generate performance reporting at the department, supervisor, agent/technician, product and geographic area level.
- Identify skill gaps in product, service or customer resolution at the agent/technician level.
- Provide a near-real-time view of agent/technician and departmental performance via dashboards that have metrics.
- Facilitate faster identification and resolution of operational issues.

- Eliminate redundant reports.
- Dramatically reduce the time it takes analysts and management to gather data for decision making.
- Improve SLA compliance rates.
- Optimize staff utilization and identify unproductive activities that can increase transaction costs.
- Increase revenue by identifying cross-sell/up-sell opportunities and target price points for offerings.
- Align department, division and corporate goals by having consistent, accurate information so that everyone is working from the same page.
- Minimize the amount of unnecessary customer interactions.

Better manage the quality of customer interactions

- Improve the speed and efficiency of identifying and resolving customer issues.
- Discover quality issues and trends with respect to the customer service delivered by an individual, team, department or region.
- Recognize skill-level gaps in agent/technician performance, allowing for targeted training or performance review activities.
- Provide near-real-time performance feedback.
- Identify customer quality concerns regarding specific products or processes.

The SAS® Difference

- SAS Service Operations Optimization is built on the industry-leading SAS Enterprise Intelligence Platform — bringing together data integration, query and reporting capabilities — and the widest range of analytics available anywhere.
- For years, power users have been tapping into the unmatched breadth and depth of SAS Analytics to drive their organizations forward. Now, everyone at all levels of an enterprise can experience the power of SAS.
- Single out process gaps and operational improvement opportunities.
- Deliver enterprisewide reports about quality issues and their underlying causes.
- Streamline QA processes to make it easier for agents and technicians to comply.

About SAS

SAS is the leader in business intelligence and analytical software and services. Customers at 43,000 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®.



THE
POWER
TO KNOW®

SAS INSTITUTE INC. WORLD HEADQUARTERS AND SAS AMERICAS 1 (800) 727 0025
SAS INTERNATIONAL (49) 6221 4160 www.sas.com

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration. Other brand and product names are trademarks of their respective companies. Copyright © 2007, SAS Institute Inc. All rights reserved. 103291_472407.1207