



■ Business Impact

An adaptive contact planning process lets you adapt to changing conditions and account for the most recent customer communications, regardless of the channel.

■ Challenges

- **Change is the only constant.**

A variety of factors can change from the time a campaign is planned and customer list generated to the time it is executed – new customer information may emerge, other campaigns may be triggered by an event, etc. – which can alter campaign dynamics and outcomes.

- **Out-of-date contact histories.**

Contact may be initiated through planned, event-triggered and real-time campaigns over multiple channels (phone, e-mail, store, regular mail), making it difficult to keep contact histories current and to stay in line with contact policies.

- **Insufficient or absent testing.** Testing of campaign planning and effectiveness and contact policy are rarely done, making it impossible to know what's working and what isn't.

With so many communication triggers across multiple channels, how can we effectively maintain an up-to-date contact strategy?

YOUR GOAL: Increase profitability across multiple campaigns

Planning marketing campaigns has always been a challenge, and it isn't getting any easier. There are new types of communications, new channels, fierce competition and customers who are increasingly fickle and saturated with offers. As if that weren't enough, marketers have to factor in limitations, such as budget caps, campaign volumes and channel capacities, that affect how communications are planned and deployed. Knowing what to offer and how often to communicate with your customers is critical. If your customers opt out, you'll lose the ability to communicate with them on a regular basis – a very serious problem.

Unfortunately, communications often can't be anticipated until a trigger-based or real-time interaction uncovers both a need and the opportunity for an additional communication. Nevertheless, it's important to manage and account for all of your communications, including those that take place as a result of triggers or in real time.

OUR APPROACH

A comprehensive contact policy—one that enables you to manage the recency and frequency of customer communications to eliminate uncoordinated and conflicting offers—is key to building trust with your customers as well as increasing their value. And an adaptive contact planning process is key to maximizing ROI and optimizing the effectiveness of campaigns. SAS approaches the problem by delivering software and services to help you:

- **Identify all planned communications**, including scheduled campaigns and execution dates, as well as other relevant communication attributes (e.g., channel, unit cost or product).
- **Determine which customers can receive which offers** by compiling a list of eligible customers for each campaign and other customer-specific information, including customer model scores (e.g., probability of response, churn, customer lifetime value, etc.).
- **Establish a contact history file** that has an up-to-date record of the contact date, channel and product for every communication that has occurred within the recent past to give a complete picture of actual and planned customer contacts.
- **Apply your contact policy across the contact planning horizon**, including standard suppressions and recent changes to contact preferences and any other contact constraints that may exist.
- **Frequently analyze (weekly or even daily) all information** using an advanced algorithm to determine optimum planned communications.

Following this process, SAS® enables you to continually account for all contacts made from campaigns, the call center and other customer touch points, as well as changes in contact conditions, such as underlying model scores or contact policy changes. As a result, you will be able to plan your campaigns in a smarter way, enabling you to achieve the highest possible ROI.



THE SAS® DIFFERENCE: Superior analytics, complete integration, industry expertise

Only SAS offers a patented, custom algorithm for marketing that includes innovative new approaches born from more than 30 years of experience with optimization. With SAS, you get:

- **Effectiveness.** Although many vendors claim to provide optimization, most only look at a small subset of possible solutions. Only SAS provides true optimization, giving you an optimized list of customer contacts for each campaign.
- **Speed.** The SAS optimization approach takes minutes instead of days, enabling you to perform adaptive contact policy analysis frequently and continually adjust to the changing environment.
- **Ease of use.** An interface designed specifically for marketers lets users who know nothing about optimization techniques enter objectives, constraints and contact policies and run all reports and analyses through the interface.
- **Integration.** Based on the same robust, flexible platform as other SAS solutions, our optimization solution combined with our common contact history repository enables you to proactively manage your contact policy.

Only SAS combines mathematical optimization, industry-leading predictive analytics and marketing automation, enabling you to reach a never-before-achieved level of effectiveness and profitability in managing your contact policy.

CASE STUDIES

■ A large European financial services institution

The bank wanted a way to plan the next best customer communication using multiple communication channels (including the personal banker), while taking into account customer contacts from all channels. To do this, they needed to combine their contact history from the branch, call center, e-mail and direct mail into their optimization process. This contact strategy enabled the bank to avoid contacting customers unnecessarily by allowing the contact policies to look both backward and forward. As a result, campaign ROI has increased by 50 percent, with response rates doubling for personal bankers.

■ An Australian telecommunications company

The company was looking for a comprehensive contact strategy that took into account the recency and frequency of offers. Customers were getting redundant messages, often in an uncoordinated fashion. By creating contact policies that were arranged by the recency of contact by channel and offer, the company was able to support more than 100 distinct contact policies. This reduced campaign volume and increased profitability. The less frequent, more relevant offers also contributed to response rates more than quadrupling.

■ The Vision

Updated campaign customer lists

What if you could easily perform an analysis that would update your campaign customer lists to comply with contact policy rules while simultaneously optimizing campaign ROI?

A complete contact history file

What if you had an up-to-date record of every communication that has occurred within the recent past to give a complete picture of actual and planned customer contacts?

An easy-to-use interface

What if marketers could define their own constraints and optimization objectives and run what-if scenarios easily, without having to understand the complex math behind the optimization process?

SAS FACTS

- SAS has been in business since 1976 and today has customers at more than 45,000 sites worldwide.
- SAS customers make up 91 of the top 100 companies in the 2008 FORTUNE Global 500®.
- *CRM* magazine has named SAS the leading provider of CRM analytics for four consecutive years.

Learn more about SAS software and services for marketing at:
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