



■ Business impact

Declining response rates impact cross-selling efforts in many industries, with product and service proliferation, product commoditization and market saturation sharing part of the blame.

However, the customer loyalty and profitability that result from cross-selling may be more important than response rates. Many progressive organizations are moving beyond tactical cross-selling to focus on maximizing the lifetime value of customers who matter most.

■ Challenges

- **Lack of new opportunities.** No fast, reliable way to identify new opportunities for organic growth.
- **Fragmented customer information with no closed loop.** Line-of-business silos make marketing cumbersome, and customer information is fragmented.
- **Inability to communicate leads.** No automated way to pass leads to customer-facing points of contact (e.g., call centers, the Web and individual sales representatives).
- **Inconsistent measurement.** With no way to measure campaign results, improving them in the future is difficult.
- **No way to connect products to customers.** There's no system for matching products to the customers most likely to use them.



**THE
POWER
TO KNOW®**

How do we drive organic growth through cross-sell and up-sell opportunities?

YOUR GOAL: Increase revenue and profitability through organic growth

For most companies, selling to existing customers is the only way to achieve sustainable growth. And establishing a repeatable, closed-loop marketing and sales process is essential to increasing revenue growth and profitability and improving return on assets.

Unfortunately, most companies spend more time planning *how* to market their products and services than actually marketing them. This results in a company-centered, product-based approach that overlooks trends in customer behavior and the resulting growth possibilities.

The immediate problem for many companies is that identifying opportunities to improve the profitability of certain customers is a struggle. However, the real challenge is often much bigger. Once you have identified opportunities through segmentation and behavior analysis, you must deliver the most appropriate offers through the right channels and then measure the results so you can make improvements in future campaigns and customer interactions.

OUR APPROACH

Identifying profitable cross-sell opportunities is only the beginning of the process. If you can't effectively segment your customers and match them with the right offers, all that potential revenue will be lost—along with your customers.

We approach this problem by delivering software and services that help you:

- **Identify cross-sell/up-sell prospects**, using detailed segmentation and profiling techniques to gain a better understanding of customer behavior.
- **Connect offers to the right customer segments**, using automated campaign planning to pull more relevant, intelligent, predictive lists and then pair that information with knowledge of the right opportunities.
- **Efficiently execute campaigns**, using alerts and event-driven execution to ensure that you make the most relevant offer to the most potentially profitable person at the most opportune time via the most appropriate channel.
- **Measure campaign response rates** to gauge the effectiveness of your campaigns and determine the need for midstream adjustments or alterations to future campaigns.

SAS helps you achieve a rapid, sustainable return on all your marketing investments. As a result, you'll enjoy greater customer satisfaction, enhanced customer loyalty and more profitable revenue growth.

THE SAS® DIFFERENCE: A closed-loop process to improve cross-sell revenue

Increasing profitability through organic growth depends on successful marketing—and successful marketing requires more precise segmentation and more targeted communications than ever before. SAS approaches marketing as a continuous process of learning, taking lessons gained through campaign monitoring—both what works and what doesn't—and using the knowledge to make adjustments that will improve future results. With SAS you can:

- **Gain a unified, integrated customer view** by pulling together customer data from all touch points and channels across the organization into one place.
- **Create accurate customer segments** using demographic, geographic, attitudinal and behavioral data to group customers with similar attributes, needs and wants.
- **Uncover new revenue opportunities** using predictive analytics to forecast expected customer behavior, so you can flag those customers most—or least—likely to respond to a promotion or identify at-risk customers before they leave.
- **Automate campaigns** that include timely, personalized customer communications across multiple channels without sacrificing the depth and sophistication that is essential for effective marketing.
- **Understand the results of your marketing activities**—and share the results via Web-based reporting—by monitoring customer response at all touch points and analyzing changes in customer behavior.

Only SAS delivers a closed-loop marketing process, with alert- and event-driven marketing. The result? Increased growth, a higher return on marketing investments and better returns for your shareholders.

CASE STUDIES

■ A large US office supply retailer

The company uses SAS to integrate customer and sales data from its store, catalog and online channels to monitor and predict how customers interact among all three channels. This gives the retailer a leg up on the competition and allows its marketers to target specific product offers to certain customers via their preferred channels.

■ A leading European telecommunications provider

The company reports a 134 percent increase in profitability using SAS. Marketing analysts demonstrated that, by using customer intelligence correctly and targeting customers who offer the greatest revenue potential, you can secure greater profits.

■ A large issuer of credit cards in Japan

Using SAS, the company quadrupled customer response rates to direct mail and solicitations. The company also has initiated successful campaigns to retain current cardholders, achieving success rates six to 10 times greater than before.

■ The vision

Identify cross-sell and up-sell prospects

What if, by analyzing changes in recent purchases and interactions, you could identify which customers are likely to make new purchases and then immediately flag those customers to receive special offers?

Connect offers to the right customer segments

What if you could better manage campaign costs by eliminating guesswork and assigning offers based on actual customer behaviors and trends?

Efficiently execute campaigns

What if an automated alert could notify you that a customer was about to leave, so you could extend a special offer to him – all while you're talking to him on the phone?

Measure campaign response rates

What if you could make sure that your campaign was meeting objectives by measuring results and tweaking the campaign midcourse?

SAS FACTS

- SAS has been in business since 1976 and today has customers at more than 40,000 sites worldwide.
- SAS customers make up 96 of the top 100 companies on the 2006 FORTUNE Global 500® List.
- *CRM* magazine has named SAS the leading provider of CRM analytics for four consecutive years.

Learn more about SAS® software and services at: www.sas.com



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