



## SAS® Results for Customer Insights

### Challenge

How can we build healthy relationships with our customers to grow our business?

### Solution

SAS® Results for Customer Insights

### Benefits

Improved ROI through delivering the right message based on customer insights

## Profile your customers accurately to deliver the right message, every time

### How well can you *really* say your business understands your customers?

In today's environment where customer centricity is critical, it is the relevancy of your communications and your relationship with your customers that will support you to grow your business.

### SAS® Results can help you deliver the right message

Relevant messages help to effectively reach customers, improving your campaign performance.

Using SAS' campaign design process, analytical templates and your existing data, SAS helps profile your customers to design a more effective communication strategy.

Demographic data, previous communication history and channel availability helps to build your test design, allowing you to segment your customer for campaign purposes.

### Simple solutions that will give you an experience of the power of customer insight analytics

SAS® Results for Customer Insights is an analytics tool that profiles customers via a campaign design process to help with your campaign planning and measurement.

The results of the analysis can be viewed in an insights report, which is in a sharable format for the rest of business. These results can also be exported as a list to reference in your selection criteria for your next campaign.

### What are the business benefits?

You'll be able to:

- Improve ROI by delivering relevant messages
- Produce actionable insights to build an effective communications plan
- Understand the impact of communications on your customers



## What is included?

- A hosted analytics environment
- Configuration and initial data staging services
- Templates for analytics, data loading and data mart creation process
- Data driven campaign design process
- Analytical results for business use
- Local consultant support

To contact your local SAS office, please visit: [sas.com/offices](https://sas.com/offices)

