

# SAS® 360 Customer Insight Service



## Overview

The Experience 2030 study confirms what marketers already know: The future of customer experience is in real-time data collection, analysis, and proactively meeting and exceeding customer requirements. Yet marketers struggle to gain access to all customer activity and translate data into insights. A few issues that get in a marketer's way include understanding customers as they journey across channels and devices, obtaining detailed digital activity, connecting that digital activity with offline behavior and generating insight that can be used to shape customer journeys.

SAS helps marketers overcome these challenges by jump-starting customer insight to shape the journey. The data-driven SAS 360 Customer Insight Service captures detailed first-party behavioral information across the digital customer experience as an individual interacts with a brand's websites and apps. The resulting structured customer-centric data model and streaming data platform connect the digital data with offline customer sources to create a complete omnichannel view of customer activity. Predictive analytical modeling, targeted to specific business objectives, provides comprehensive customer insights that guide management initiatives, improve your marketing analytics environment and boost modeling skills.

## Key Benefits

**Fast-track digital data collection.** Get advice and support from digital experts to help you design and deploy an automated, comprehensive digital data collection environment that provides an accessible, unified view of digital activity across devices and domains.

**Create comprehensive 360-degree customer insight.** Develop a clear view of customer profiles across both digital and offline activity and develop analytically driven insights to inform downstream experience management.

**Vault into action.** Boost your modeling skills and benefit from significant analytical experience and business acumen as SAS experts work with you to build an analytical modeling environment that generates insights to inform business objectives.

## Solution

The SAS 360 Customer Insight Service helps organizations establish the automated data collection environment needed to gain a comprehensive view of digital activity at a granular customer level. SAS enables data collection with a short snippet of HTML code for websites or an SDK for mobile applications. This allows brands to collect and feed every consumer interaction into a structured data model. The open customer-centric model provides aggregated tables of digital interactions, including views, and enables easy integration with offline customer data sources. To simplify data engineering workflows and accelerate data science efforts, you can customize user identities, traffic sources, page categorization, page URLs and other rules. The streaming data platform provides the ability to react to customer digital activity with the speed and accuracy needed in today's real-time digital world.

SAS experts will work with you to clarify business challenges and build a predictive model to support your business objectives. This will improve your marketing analysis skills and enable your business to rapidly scope, build and deploy additional predictive models to improve your KPIs. SAS analytical experts will create and explain reports designed to show projected model performance and will make recommendations on how to best deploy your model into production.

The service includes:

- Environment configuration for digital data collection and streaming of digital data into your analytics and reporting environment.
- Deterministic identity resolution to match digital data with offline data sources.
- Expert-led workshops to identify business objectives and develop and tune your analytical model.
- Reports to show projected model performance, business benefits and deployment recommendations.

## Commitment

The duration of the service offering delivery will be determined based upon customer-specific requirements. A custom scope will be required, with ongoing session volumes considered. In addition, the service offering requires an ongoing global consulting subscription of approximately 20 hours per month once initial delivery is complete. All of these services can be performed remotely, provided that the proper connection technology is in place.

Please visit our [SAS Customer Intelligence 360 Services](#) page for more information.

