SAS® 360 Data Activation Service

360°
SAS® **Customer Intelligence**

Overview

Moving analytical insight from development environments into customer-facing channels is a massive challenge for many marketers. It can be difficult to collect digital data, perform identity resolution against traditional customer data profiles, create personalized customer journeys, and activate these journeys into owned or third-party channels (via partner integrations or complementary vendors). The SAS 360 Data Activation Service solves this challenge – taking data from hybrid customer data profiles and delivering insights for better business decisions. With customer behavioral data from web properties, marketers can activate customer journeys that matter to your customers – increasing loyalty, retention and ultimately customer satisfaction.

Key Benefits

Create true digital insight. SAS consultants work alongside you to set up digital data collection, join that data to traditional customer data profiles, and derive insights from these comprehensive data profiles using segmentation and reporting.

Personalize customer journeys. Once your data is in place, the service creates and personalizes analytically infused journey maps for specific customer segments, helping you address the use cases that matter most to your business.

Activate into channel solutions. After SAS creates data-driven customer journeys, the final step is to activate them, setting them into motion by moving them into channel applications: email, social, web, call center and others.

Solution

The SAS 360 Data Activation Service helps organizations collect digital data, connect it to traditional customer data profiles, create customer segments, and derive insight needed for channel activation. Dashboard-style reports help marketers understand how to activate individual, real-time segments and deliver insights into customer channels. The service helps marketers move analytical insights into production by activating and operationalizing them in an iterative and repeatable approach.

SAS consultants work alongside your team to determine which base use cases your organization is interested in addressing. These could include:

- Understanding how traditionally in-store customers have moved to online engagement and interacting with them over their preferred channels.
- Gaining insight into how – based on customer behavior – you can better engage with customers on digital properties.
- Identifying what digital events are indicators of downstream behaviors, then activating cross-sell, retention or migration activities to encourage continued digital engagement and purchase.

Next, data collection, connectivity and segmentation exercises begin. This includes data-stitching work – connecting collected digital behavioral data to traditional customer profile data – including data preparation and cleansing. This is done for one to three related web domains, for example, your main web presence, your support site and your e-commerce channel.

With the data in place, SAS creates and customizes workflows or customer journeys to address the defined use cases. These customer journeys will leverage insight uncovered in digital data collection to create personalized customer journeys. Insight discovery could include information about customers you may have originally slotted into one segment or treatment category who, based on collected digital data, might be better suited for a different communication or interaction.

Finally, once SAS has completely created these journeys, the last step is activation. Do you communicate to customers that are included in these insight-driven customer journeys via email, the web or social channels? The choice is yours. SAS aids decisions along the way with dynamic dashboards and reports.

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.

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