# Ssas

## experience 2030

# OPTIMIZING THE RETAIL CUSTOMER EXPERIENCE

Many retail companies are rich in data but have yet to harness it as a real driver of the business. Following consumers through their shopping journeys entails a deep understanding of the consumer across endless buying journey permutations. Consumers want to be remembered and understood as they crisscross myriad devices, channels, touch points and contexts.

SAS helps retailers identify real-time signals – transactions, web interactions, opinions, sentiments and locations – then expand their audience and deepen connections with existing customers. We apply AI and automated decision-making capabilities to deliver a self-reinforcing cycle of tailored experiences for brand profitability and loyalty.

## 80%
of consumers expect to use smart agents to engage with brands.*
* Experience 2030 Global Survey

## AI-driven personalization gives electronics retailer a boost

Conrad Electronic uses customer intelligence solutions from SAS to craft relevant offers in real time

Forced to compete with powerhouses like Amazon and Alibaba, Conrad Electronic is embracing new opportunities. The 95-year-old, family-owned company launched one of Europe's first online stores in 1997, and now conducts nearly 70% of its business online.

### How it works

By adding a suite of customer intelligence solutions, Conrad Electronic can now analyze online and offline customer data in real time to align offers to the interests of individual customers.

"This was the birth of real-time analytics for us," says Björn Eichler, Director of Predictive Systems at Conrad Electronic.

"With SAS® Customer Intelligence and AI, the marketing team is more independent, and there is better collaboration between departments because we all share the same platform."

Achieving real-time personalization at scale is a journey for modern retailers. Test, tweak, scale, repeat. So far, Conrad Electronic has been able to personalize 20% of emails, which accounts for 50% of revenue for the channel. Opt-outs have dropped sharply, and by automating campaigns, the marketing department has increased productivity while reducing costs.

With SAS, the retailer is well positioned to celebrate its 100th anniversary as the leading European marketplace for technology and electronics.

"SAS provides a deep bench of capabilities to deliver the next best experience. SAS satisfies two very different analytical personas with two complementary offerings. First, it provides powerful out-of-the-box analytical capabilities for marketers and other business users in its Customer Intelligence 360 offering. Second, data scientists and more technical users who wish to build custom models relish the analytical horsepower in the SAS® Viya® platform. With years of experience in delivering analytics to enterprises, SAS has codified best practices across the analytics lifecycle into its software."

**The Forrester Wave™: Customer Analytics Technologies, Q3 2020, Forrester Research Inc., Aug. 5, 2020.**

# Innovative marketing campaigns lead to improved customer retention and loyalty at 1-800-FLOWERS.COM Inc.

### Customer engagement blooms with analytics and AI

As customer buying habits have changed, so has the company. The original storefront eventually evolved into its namesake floral brand, where shoppers could order flowers by phone. Today the company is pioneering innovative approaches in chatbots and conversational commerce.

The company's advanced approach is fueled by customer insight and uses SAS to standardize data and analytics across its portfolio of gifting brands.

"SAS helps us work cohesively across all our brands," Arnie Leap, CIO of 1-800-FLOWERS.COM. "And as new brands are added to the business, we can apply the same proven analytics and methodologies to understanding our new customers and better communicating with them in our marketing campaigns."

### Targeted marketing improves retention

The company uses analytics to help customers find the most ideal products across its brands. It can select the customers to target with a specific email or catalog campaign; track customer interactions from beginning to end; and create more opportunities to improve the customer journey.

By analyzing the profile of the customer who starts in one brand and then migrates to another, marketers can better target customers with a propensity to shop with multiple brands.

"With **SAS Customer Intelligence 360**, we can better determine the kind of offers the customer is interested in receiving and what offers they'll respond to," Leap explains. "We're able to provide a better experience so customers get more value from the relationship."

## 82%
of retailers are centralizing computing in the cloud to create a single customer record.*
* Experience 2030 Global Survey

## 83%
of retailers agree that the future of customer experience relies on real-time data collection and analysis.*
* Experience 2030 Global Survey

# Office Depot Europe creates compelling customer experience via data-driven marketing

### Saves money and reduces complexity with an end-to-end marketing platform

Office Depot Europe drives change by putting SAS Customer Intelligence 360 at the center of its digital transformation. In the past, retail marketing was little more than a swirl of mailers, emails and in-store promos. Today, the market is radically transforming, as digital technologies have brought about countless new ways for retailers to connect with customers.

### The search for simplicity

Office Depot Europe relied on push marketing, sending 100 million mailers to individual customers and businesses each year. But the company's IT architecture made enterprise-level changes challenging.

### Becoming a more data-driven organization

"Since implementing SAS, we're a lot more data-driven as an organization," says Sandy Kirchhoff, Senior Manager of Marketing Planning and Customer Marketing for Office Depot Europe. "The data is pretty much telling us what to do instead of individual beliefs and personal opinions."

Office Depot Europe has reduced print costs by 20%. Standard KPIs like response rates and customer sales have improved, as well as less tangible measures such as how quickly data is available to act on and the time needed to turn analytics into insights. IT complexity has dropped as well. Office Depot Europe expects to earn additional sales revenue as the company phases out several point solutions.

## Explore additional resources from the Experience 2030 survey at: **sas.com/experience2030**