# Customer RESULTS

## SAS RESULTS

All organisations face challenges and are presented with opportunities. This invariably means there are questions that require answers.

SAS RESULTS enables organisations to meet these challenges and take advantage of the right opportunities by making the best possible decisions.

With our service, SAS hosts your data and our team of experts use our advanced analytics software to identify patterns that impact your organisation.

With our experts' skills acquired across industry, together with SAS intellectual property, there are very few problems that cannot be solved.

You receive the RESULTS you need.

## Benefits

**Obtain expert help** – SAS RESULTS tackles the difficult business issues, often seen as "too hard right now".

**Access to skilled resource** – Many organisations struggle to recruit and retain analytical talent.  SAS RESULTS provides access to these highly skilled individuals.

**Fast turnaround of key projects** – Organisations often face difficulty in getting the right blend of IT and business to deliver key projects. SAS RESULTS will provide rapid ROI.

**Bring in-house** – As business conditions demand, SAS will provide support to enable organisations to bring SAS RESULTS in-house.

Relevancy is the ultimate goal of all direct marketing. More relevant communications lead to higher response rates and increased returns from the investment made. Depending on your channel choice, it can also reduce your variable costs and make your customers less likely to withdraw their consent for you to market to them.

This can be achieved through improved targeting of your campaigns however, your workload can often mean the focus is all on "getting the campaign out the door", and you don't have the time, skills or resources to improve your targeting by using analytically-driven segmentation and predictive modelling, or ensure post campaign analysis is completed.

We address the gap, by providing a cloud-based service to deliver this insight into your operational campaign process.

## Customer RESULTS

We embed customer insight capabilities into your marketing communications processes, to increase the relevance of customer communications and ultimately your campaign ROI.  This includes:

- **Campaign Response Analysis**

  Provides post campaign analysis of responders vs non responders, to give you feedback on how your campaigns are performing.

- **Customer Segmentation**

  Defines re-usable customer segments to improve your strategic and campaign planning process.

- **Customer Behaviour Modelling**

  Defines customer behaviour models (e.g. product purchase/affinity, marketing offer responsiveness, channel responsiveness, retention, etc.) to improve your campaign segmentation/targeting.

The customer segmentation and behaviour modelling options include the ongoing scoring of customers into your campaigns. This "menu" of options, can be called down as required, allowing you to tailor the service to your business and campaigns.

## Deliverables

We provide specific insight into your customers to help you improve your campaign targeting. These deliverables include:

- Reports to enable you to understand the differences between responsive and non-responsive customers

- Segmentation of your customer base, which includes a detailed business description of these segments

- Customer behaviour models to predict customer behaviour

- Monthly scoring of models and feed- back of these into your campaign process

- Advice on the size control groups should be so that they are statistically significant

- Campaign performance reports

- Advice on how to design your campaigns so any testing can be measured properly.

## Benefits

- Improved targeting leading to more relevant offers, delivering better response rates and higher ROI

- Post campaign analysis with feed-back loop to enhance future campaign design/targeting

- Insight integrated into your campaign process

- Scalable to meet your marketing activity

- You don't have to invest in technology/people, dealing with any head- count or fixed costs issues

- "Learn with the experts" to the degree desired and in-source the solution when and if desired.

## Business Impact

- Better targeting

- Improved feedback loop

- More relevant communications

- Increased response rates

- Reduced waste and variable costs

- Larger campaign ROI.

## Challenges

- Focus is on "pulling the list"

- Response rates not high enough

- Minimal campaign learning

- Don't have the time, resources, capability or people

- Limited (or no) experience in deploying leading edge analytics

- Budgetary pressures preclude additional investments in analytics

- Issues with additional headcount or fixed costs

- Internal projects take far too long.

## The SAS® Difference

All our customers have the same basic requirement: to solve a business problem or reveal new opportunities by applying world-class analytics to data assets they already possessed

SAS enables businesses of any size to access and benefit from the world's most powerful analytics platform, together with SAS' intellectual property that is unavailable though any other channel

Our flexible cost model not only provides the ability to apply SAS® software to your business problem, but also access SAS® Analytics experts and their cumulative experience on-demand.

**To find out more, or to discuss this further,** please contact:

Linda Byun

**Phone:** +612 9428 0676