



SAS® Results for Customer Retention

Challenge

How can I lower the risk of my customers leaving?

Solution

SAS® Results for Customer Retention

Benefits

Increased customer retention rates and improved revenue protection

Reduce churn by identifying the risks in your customer base

Is your customer retention strategy addressing customers in most need of attention?

Customers need attention. Timely identification of the risks will protect your relationship with your customer base.

Understanding customers that are at risk of churn, helps you to give them attention at the right time, protecting and growing your relationship with them.

SAS® Results can help you understand which customers need your attention

Using SAS' risk modelling process, our analytical template and your customer data, SAS can help you build effective customer retention strategies.

Demographic data and behavioural data helps to score customers on their likelihood to churn, enabling you to design the most appropriate services for your customer base.

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

SAS® Results for Customer Retention is an analytics tool that scores customers for risk of churn, guiding you through a modelling process to help with your retention planning.

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 communication.

What are the business benefits?

You will see:

- Reduced churn rates
- Improved Customer Satisfaction metrics through data driven communications for disengaged customers
- Actionable insights that support effective retention planning



What is included?

- A hosted analytics environment
- Configuration and initial data staging services
- Templates for analytics, data loading and data mart creation processes
- Data driven risk of churn modelling process
- Analytical results for business use
- Local consultant support

To contact your local SAS office, please visit: sas.com/offices

