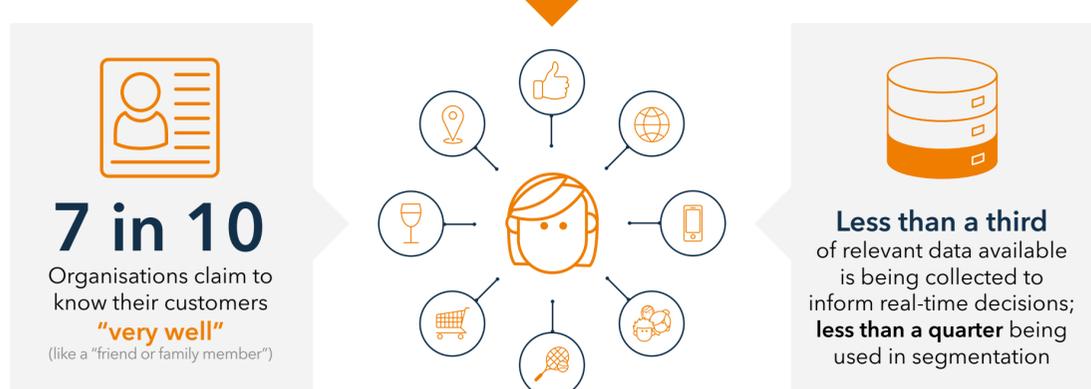




The Age of Now

Creating real-time customer experiences

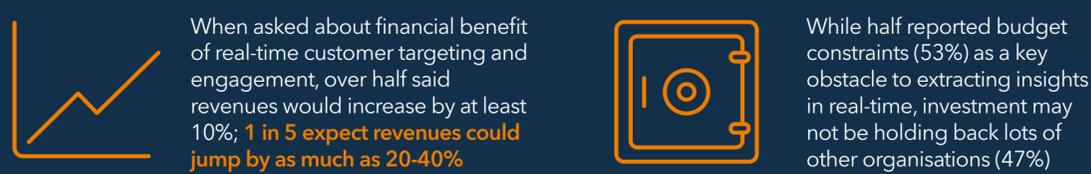
Organisations think they know customers well, but could be collecting a lot more data & doing more segmentation



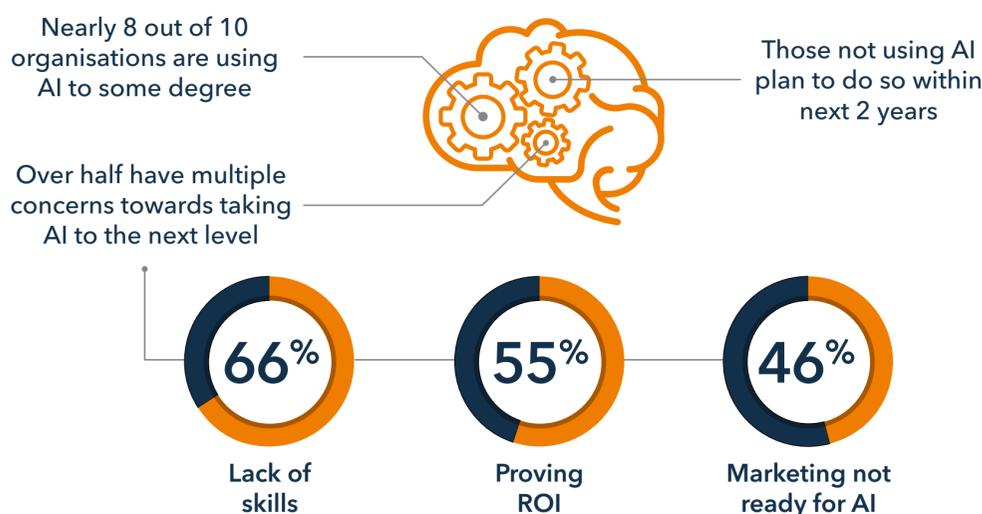
Many claim to communicate in real time (e.g. offers) but only minority can do so effectively or adjust communications in real time



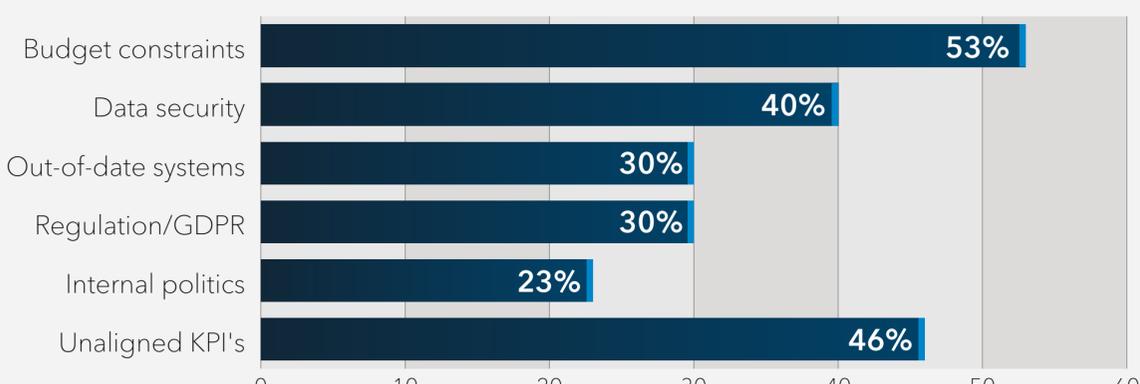
A missed opportunity for many



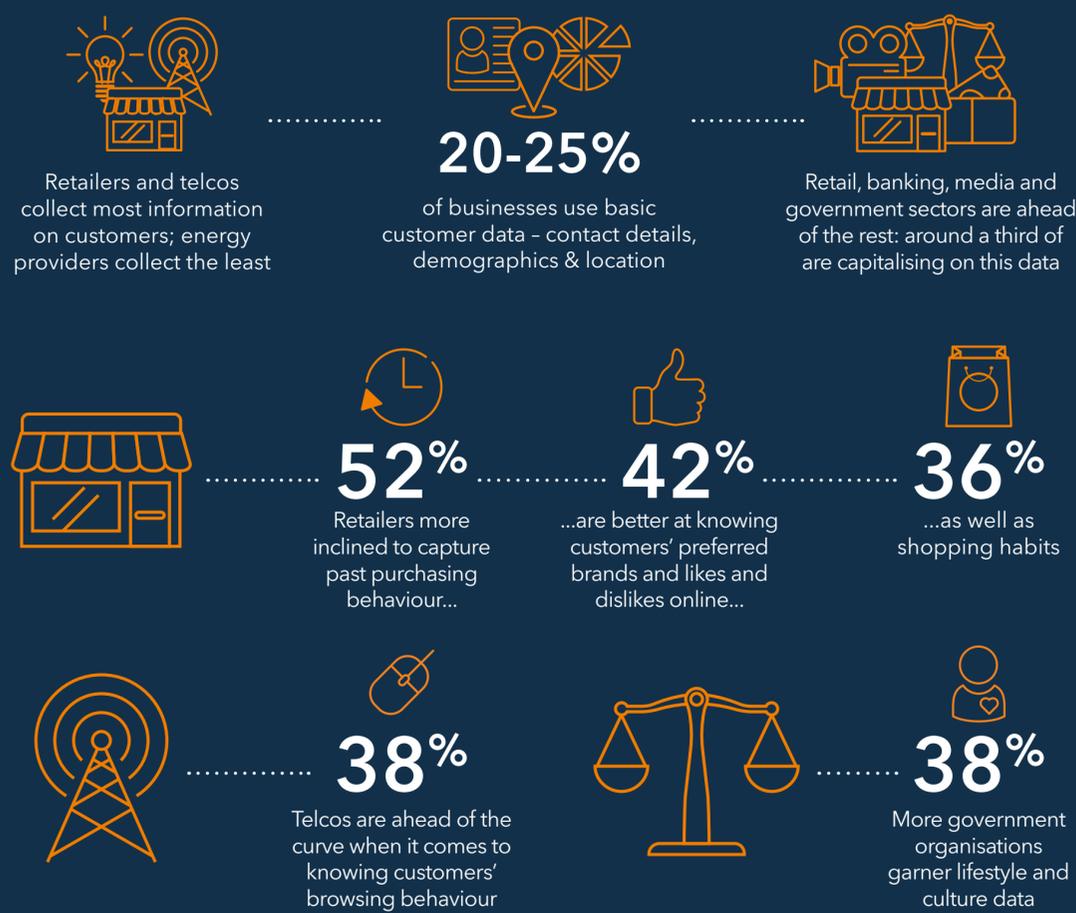
Artificial Intelligence is needed to do real-time effectively



There are a range of barriers to adoption of effective real-time communications



Retailers lead the way but have most to gain from real-time



About the research

SAS commissioned Coleman Parkes Research to survey 350 heads of marketing, customer service, digital and data across the UK

Read the full report at sas.com/uk/rctce-report

