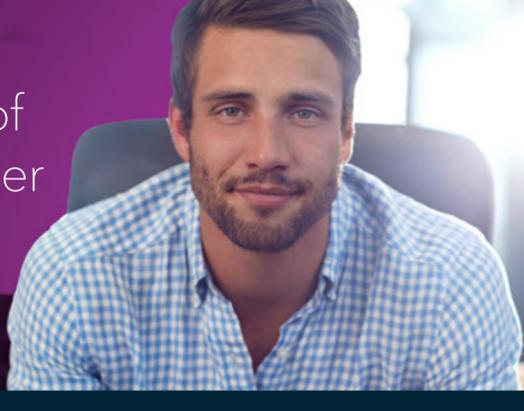


The 10 capabilities of exceptional Customer Experience



The expectations of digitally savvy, digitally empowered customers have changed astronomically over just the past few years. Why?

1. Their marketplace - and consequently their choice - has expanded exponentially.
2. The balance of power lies more firmly in the hands of the consumer - they demand a more proactive, personalised level of service from brands who want their money.

What this means is that customer experience must be richer, more dynamic, more personalised - and customer intelligence must be far smarter.



Show you hear your customers' voice

Integrating data about your customers' digital lives - from browsing habits to social media sentiment analysis - with traditional structured data creates a richer, more detailed understanding of their likes, needs and preferences.



Customer engagement must be 'context aware'

To create a bond that binds customers to your brand, you must have the ability to engage with them contextually across inbound and outbound channels. It must appear to customers that you know and remember their interactions with you.



Real-time intervention is critical

Because consumers make decisions in mere seconds, learning about your customers' behaviour and predicting next best actions is a critical success factor in the omni-channel era.



Always have your microscope handy

Uncovering new truths about customers takes a scientific approach. Remember that you are looking for customer behaviour causality and correlations and that takes deep maths not statistical skim reading to achieve.



Personalisation isn't just for the audiences you know

To quickly capture prospects your Customer Experience analytics must be smart enough to offer personalisation even at the first touch.



Learning about customers isn't a one-off activity, it's a process

Your CI solution must include customer journey analytics capabilities to engage customers throughout the lifecycle from acquisition to in-life and retention - dynamically optimising service offers to fit their changing needs.



Understanding digital journey's is more than reporting click rates

Real intelligence means understanding which components and assets within your digital journey perform well, which don't, why - and rapidly deploying improvements.



Every customer journey is unique

An exceptional CI experience will craft a compelling, individual customer offer and omni-channel journey whenever and however a consumer joins you.



Data: it's about quality and quantity

The quality of your insights are only as good as the data you analyse. Now that every department - not just sales and customer service - captures data a robust data cleansing and management policy is mission critical.



Keep it legal

Storing and securing data in line with market and industry regulations is one thing. The law gets a little more ambiguous when you start analysing data. Make sure your CI partner's analytics solutions help you stay compliant.

High performance marketing demands a 360° view of the customer.

Discover how you can deploy the most powerful customer intelligence into your omni-channel with Customer Intelligence 360 from SAS.

[Discover CI360 now »](#)