

DARKNESS OF DIGITAL SHADOWS

SAS set out to understand how organisations describe their ability to use Customer Intelligence (CI) and Artificial Intelligence (AI) to personalise customer interactions

THE GAP BETWEEN PERCEPTION & REALITY



Nine in 10 businesses don't have analytical capability to accurately predict what individual customers will want.



Yet more than half mistakenly believe they are 'best-in-class' or 'transformational' when it comes to using CI to shape marketing campaigns.



A quarter describe themselves as 'transformational' yet less than half of those are 'leaders'

Many organisations are misguided about their analytical capability

ORGANISATIONS TRAPPED IN CUSTOMERS' DIGITAL SHADOWS

Very few companies have a complete up-to-date view of their customers



8%

Few companies can view their customers as a 'segment of one', while a third (33%) do not segment their customer base at all



70%

Most organisations are typically not collecting meaningful data to personalise digital experiences. For example, only a quarter (25%) are analysing previous transactions.



30%

Around a third of companies use less than half of the customer data they hold to personalise the customer experience

Even if they are analysing relevant, up-to-date data



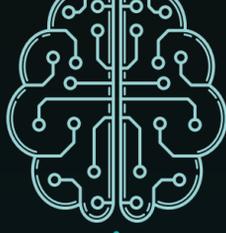
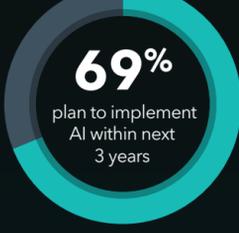
Not many companies can use online and offline analytics to personalise the digital experience in real time

Less than a fifth are currently prioritising customer experience over internal product and sales targets, despite most claiming to be "customer first" organisations



Most organisations have an incomplete, out-of-date view of customers, use broad segments & don't use predictive real-time analytics

ARTIFICIAL INTELLIGENCE & CUSTOMER EXPERIENCE: INTEREST OUTWEIGHS ACTION



What will AI be used for?



35%

are using or plan to use cognitive engines to create chatbot-style solutions



28%

are using or plan to use machine learning to automate analytical insight



17%

will use it for deep learning (huge neural networks that learn complex patterns in large amounts of data)



15%

will use it for IoT/edge devices



36%

Even in areas where AI already being used, over a third say it's only used to report on the past

The vast majority of organisations have plans to use AI to improve customer experience but only a small minority have already implemented it

MARKETING ATTRIBUTION CAPABILITY IS LIMITED

Respondents were asked about the extent to which they could attribute success measures to different marketing channels.



A small minority have complete omnichannel measures in place incorporating online and offline data



A quarter have limited or no ability to attribute success to different marketing channels



Just under half of organisations use a simple rules-based approach (e.g. the last thing the customer sees that drove the conversion, or each touchpoint gets equal share of credit).

Most organisations have very limited capability to attribute success to different marketing channels, so remain unable to optimise use of marketing budget

To download the report go to www.sas.com/uk/digitalshadows

The research report 'The Darkness of Digital Shadows' is based on a survey of 350 heads of marketing, customer service and experience, digital and data for their perspectives on how they personalise their customer experience using analytics, AI and segmentation. The respondents were split equally between the energy, government, insurance, media, retail, telecoms and retail banking sectors.

