



SAS® Adaptive Customer Experience

Execute more relevant, targeted, personalized communications via the Web



Overview

When customers consider a new product or service that you offer, the Web is most frequently their first touch point with your company. But it's getting more and more challenging to create consistent, high-quality interaction experiences for them, as things such as changes in data privacy laws, advertising methods, and page design and layout can all affect a customer's Web experience. Customer expectations further complicate things, with today's customers expecting you to recognize them and treat them consistently across all channels, and to present them with offers that are anticipated, relevant and personalized. Can you deliver?

What if every time customers interacted with your Web properties, they got exactly what they needed or wanted, in a minimum number of clicks, with a minimum amount of time spent on your website? SAS® Adaptive Customer Experience can help you turn this into your company's reality with three key capabilities:

- Customer experience analytics.
- Customer experience personalization.
- Customer experience targeting.

Challenges

- **Insufficient understanding of online customer interactions.** If you don't know exactly what happens when a customer interacts with your company through online channels, you will be unable to implement a true, multichannel customer-focused strategy.
- **Lack of personalization capabilities.** Traditional solutions are unable to perform cross-channel customer targeting via the Web channel, which can lead to abandonment, acquisition and churn problems.
- **Inaccessible customer insight.** The reporting capabilities of traditional Web analytics solutions are complex, technology-focused and targeted primarily at IT users and Web analysts, making it difficult or impossible to get customer insight into the hands of marketers who need it most.
- **No unified customer view.** Difficulty accessing and combining customer information across channels and business units results in an incomplete view of the customer and an inability to fully understand – and predict – customer behavior.
- **High total cost of ownership.** The implementation and ongoing maintenance of traditional online interactive solutions are manually intense, and associated costs are high.



Deliver personalized offers during real-time customer interactions

The SAS® Adaptive Customer Experience Difference

- **Rapid development enabled by dynamic data collection.** Dynamic data collection technology involves just a single line of HTML code, rather than the intensive Web analytics tagging required by traditional solutions, enabling significant time savings, rapid development and reduced maintenance.
- **True customer-level data for multichannel integration.** By combining detailed online customer behavior data with customer data from other offline channels, you get a complete view of the customer and a better understanding of customer behavior, which translates into more successful offers and campaigns.
- **Real-time marketing that's actually real time.** Only SAS combines the customer insight derived from real-time data collection with the advanced analytics and business logic of SAS Real-Time Decision Manager, to ensure that the best offer is made to the customer at the right time – in real time.
- **Meaningful customer insight – not just page hits.** SAS Adaptive Customer Experience links all website activity to a customer entity and combines it with existing offline data for a complete picture of the customer that goes well beyond page hits.
- **An evolutionary growth path.** With SAS Adaptive Customer Experience, you can start small and add on at your own pace, following a natural growth path.

Benefits

SAS Adaptive Customer Experience is a family of solutions that empower marketers to use what they know about a customer – a complete customer profile based on data from both online and offline channels – to execute more relevant, targeted, personalized communications via the Web.

Deliver True, Real-Time Offers

Unlike traditional Web analytics products, SAS Adaptive Customer Experience solutions use real-time, dynamic data collection technology that avoids Web analytics tagging, enabling rapid transformation of the data into customer-focused insight. Then, using SAS Real-Time Decision Manager, you can turn that insight into faster, more accurate decisions about customers during real-time interactions, enabling you to meet each customer's needs at the right time and place, and in the right context – truly in real time.

Integrate Online and Offline Data Across Channels

Easily combine data coming from the SAS Adaptive Customer Experience platform with data from your offline customer channels – call center, CRM, POS, etc. – for a more complete view of your customers, without the difficulty other vendors may have bringing data from the IT side of the house into marketing's purview. As a result, you'll gain a richer, more meaningful multichannel customer understanding.

After all, customers formulate brand perceptions based on their experiences across all channels in which they interact. If you were to model and market to customers based on a single channel view of those customers, you run the risk of making erroneous and ill-advised marketing campaign decisions.

Gain a Complete, Unified Customer View That Includes Web Intelligence

The data captured by SAS Adaptive Customer Experience solutions isn't about pages and clicks; it's about customers – everything they saw and did, and everywhere they went. Traditional Web analytics products keep page click data at an aggregate level and are unable to translate those page clicks into a view of the customer. That's why such solutions are the domain of Web analysts instead of marketers, effectively segregating the people with business knowledge from the business information.

In contrast, SAS Adaptive Customer Experience captures the complete online behavior of customers at a detailed level and can associate it with existing offline customer data sources – e.g., promotional, demographic and purchase-based information – to provide a complete picture of the customer. By combining these typically disparate data sources into a unified view of the customer, you'll gain valuable insight into a customer's true needs. This translates into more relevant offers, better targeted outbound campaigns and more efficient use of your marketing resources.

Provide a Personalized, Multichannel Customer Experience

SAS Adaptive Customer Experience provides the full breadth of capabilities you need to turn customer experience insights into successful campaigns. Capturing the wealth of information that customers leave on your Web site – their buying plans, significant life changes, etc. – and effectively integrating it with a library of personalized offers that are ready for presentation at the right moment will lead to a much-improved customer experience.

In addition, multiple decision-making methods – from business rules, to predictive models, to multivariate tests (via custom predictive models) – help ensure that the customer gets the very best of many possible personalized offers.

Transform Better Insights into Better Marketing Performance

Most marketing organizations don't have the in-house expertise to develop the latest forecasting techniques for their marketing initiatives. SAS Adaptive Customer Experience includes predictive models that can give you a forward-looking view of your campaigns, enabling you to understand the most significant business drivers, forecast how drivers and business measures will perform in the future, and run goal-seeking routines to determine optimal levels needed – without having to rely on a statistician.

Reduce the Cost of Ownership

While most online analytics vendors require form- and field-level tagging, SAS embeds a single line of HTML code in each Web page to enable dynamic data collection – with no heavy tagging overhead. Page design changes are accounted for automatically during data capture, eliminating the need to continually re-tag the page. And because you have all the detailed data, you can reinterpret it and change your analysis without having to recapture new data. Implementation can take as little as a few hours, and maintenance costs will be far less than data captured through traditional tagging methods.

Start Small and Add on as Needed

The modular nature of SAS Adaptive Customer Experience enables you to start small and add on over time, following a natural growth path. For example, you can start with SAS Customer Experience Analytics for dynamic data collection and analysis. Next, add SAS Customer Experience Targeting for outbound targeting capabilities. Then move on to SAS Customer Experience Personalization for inbound, personalized targeting in real time.

In addition, as your organization embraces the online capabilities SAS has to offer, you can adopt other components of the SAS integrated marketing management framework.

Capabilities

Open Data Model

All online data is housed in an open, customer-centric data model that promotes further data exploration and analysis. Online data is logically structured within a predefined business context for easy integration with existing customer data, and nontechnical staff can produce ad hoc reports quickly.

Post-Data-Collection Contextualization

Prebuilt data transformations convert gathered data into information that can be analyzed and reported on at the customer level. Because the data can be put into its proper context, website administrators won't have to spend time applying new tags every time there's a change to the page design. In addition, prebuilt data models enable immediate data analysis and reporting, eliminating the burden on IT staff to design a complex data loading and reporting infrastructure.

Dynamic Data Collection

A single line of HTML is embedded within each Web page to automatically obtain page information – what the customer does and sees, the order and timing of elements loading on a page, the hovering of a mouse over a selection, each keystroke in a form, etc. – and results can be realized within weeks or even days of implementation. This is in stark contrast to traditional Web analytics solutions, which require extensive website modifications to collect data through techniques such as tagging.

Accuracy is ensured, and because there are no third-party issues to worry about, cookie blockers and firewalls pose no obstacles. To mitigate security concerns, privacy, security and data protection issues are rigorously managed, and sensitive data is encrypted using industry-standard techniques.

Predictive Models, Forecasting and Goal-Seeking Routines

Predictive analytics enables marketers to project whether or not specific business goals will be met based on the performance drivers and metrics of a current campaign. You can take things a step further by identifying the most significant underlying drivers of a particular business metric and presenting them in an easy-to-use business report.

Goal-seeking capabilities let you determine the optimal levels needed for each driver that affects a particular business goal. And because these advanced statistical and optimization routines are prebuilt, no statistical expertise is required to run or develop them.

Anonymous Behavior Capture

Everyone who visits your website – whether identifiable or not – is treated as a customer, and behavior is recorded over time. When a visitor is identified, any previous anonymous behavior is assigned to that person automatically, resulting in a much richer profile than would otherwise be possible.

Part of the SAS® Customer Intelligence Suite

SAS Adaptive Customer Experience solutions fully integrate with the SAS Customer Intelligence suite, leveraging an environment that's optimized for analyzing and executing campaigns at a customer level. With SAS Customer Intelligence, all the tools that marketers need to manage multichannel, targeted marketing efforts are just a few clicks away – within a unified environment. For example, you can:

- Design and execute multichannel, multiwave, customer-specific campaigns using SAS Marketing Automation.
- Discover the best possible offers for each customer by combining SAS Adaptive Customer Experience with SAS Marketing Optimization.
- Further enhance the quality of each customer's experience by integrating with SAS Social Media Analytics to deliver real-time offers that incorporate intelligence from social channels.

Components

Customer Experience Analytics

Gain a more complete view of your customers by using customer experience analytics to dynamically capture Web interactions, transform those interactions into customer-centric knowledge, and then integrate this knowledge with customer insight from other channel views. SAS Customer Experience Analytics enables you to more effectively understand, model and effectively market to customers who visit your Web properties.

Customer Experience Personalization

Make it easier for your customers to find your product or service by serving it up to them as they interact with your website, rather than having them spend time hunting for it – and possibly never finding it. SAS Customer Experience Personalization uses the same dynamic data collection capabilities as SAS Customer Experience Analytics, combined with the ability to deliver anticipated, relevant, real-time offers – that are personalized to an individual consumer – directly to them as they browse your website.

Customer Experience Targeting

Effectively target and deliver offers to customers who have interacted with your organization via the Web. SAS Customer Experience Targeting collects online data and combines it with data from other channels, then delivers offers in an outbound batch-style campaign execution mode. This enables the re-targeting of customers who have demonstrated an interest in your product or service, but have not yet purchased it.

About SAS

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions, SAS helps customers at more than 60,000 sites improve performance and deliver value by making better decisions faster. Since 1976 SAS has been giving customers around the world THE POWER TO KNOW.®



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