SAS® Customer Intelligence Solutions

Create positive, profitable customer experiences with an integrated decision platform.

Overview

Marketing in the digital age brings new, complex challenges. It also provides new opportunities for marketers to be seen as strategic business advisers for the entire organization. The key is for marketers to align the marketing process with the customer journey using data and analytics to show marketing's value as a profitable growth engine. Today's consumers are digitally empowered and have access to your brand anytime, via any mobile device. They quickly and regularly shift between traditional, digital and social experiences. They want integrated touch points and deeper relationships. And they don't want to be solely recognized by channel, postal code or age group.

More now than ever, marketers must strike a balance between art and science in marketing – focusing on creating compelling content but also using analytical software to extract insight from large customer data volumes.

Brands want to attract the most profitable customers to increase revenue while being efficient and effective with their marketing to reduce costs. SAS can help your organization increase profitability, reduce marketing costs, and truly demonstrate the value of the marketing programs you are putting in place.

A New Approach

Customers want your brand to have a single view of them. Unfortunately, traditional marketing management solutions – typically constrained to a specific function or channel – have reached their limits. What is needed is the ability to deliver the best possible response to your customers' needs at every single point of interaction – whether it's inbound or outbound, online or offline, social, above the line, below the line … SAS brings it all together for you at every point along the customer journey. This way, marketers have the best answer to give, the most relevant offer to propose, and the optimal banner to display – making your marketing more effective and efficient.

This central decision-making system is responsible for all customer interactions – whereby all sales, service, and support activities are managed.

What's needed is a new approach that frees marketing executives from the compromises and constraints of the past – one that powerfully combines insights, rules, decisions, and actions into an integrated decision platform for the business, all based on the customer.

Our decision hub approach combines:

- **Insights** – valuable information gleaned from the analytical outcomes of data.
- **Rules** – the management of policies, sequences, and constraints across the business.
- **Decisions** – channel-independent decision logic provides the ability to serve responses or replies – either in real time or batch modes.
- **Actions** – customer engagement activities and responses are tracked and centrally managed to create the most compelling customer experience and the best marketing ROI.

What's needed is the power that only SAS Customer Intelligence solutions deliver.

Capabilities

The above insights, rules, decisions, and actions of our integrated decision platform will enable modern marketers to plan, analyze, engage, and measure the consumer journey and experiences more effectively. Here's how:

Plan and manage your marketing programs – start to finish – more efficiently and effectively than ever before.

- Streamline marketing operations by integrating and automating key processes and workflows.

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- Know which marketing activities are working and which ones aren't (and why) by using a single, consolidated marketing dashboard for all your marketing projects.
- Link marketing strategy and performance to real revenue using financial management capabilities for collaborative planning, allocation, budgeting and program execution.
- Get the most value out of your digital assets with content management capabilities that offer a secure infrastructure for managing and distributing your digital assets.
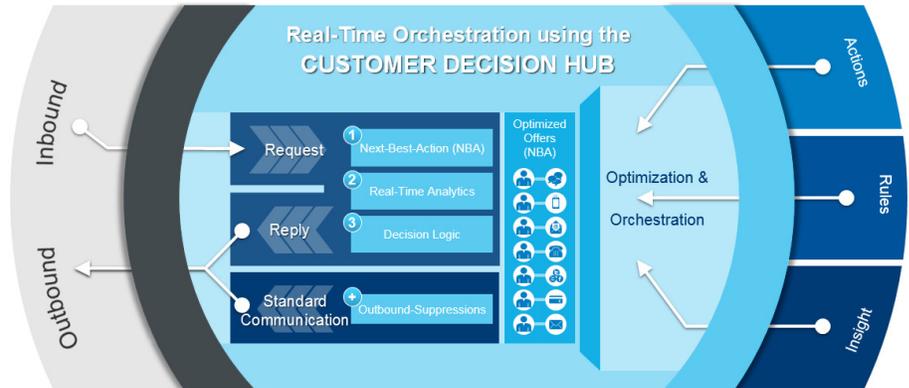
Make smarter, fact-based decisions with insights derived from relevant data and powerful analytics.

- Develop more relevant, targeted campaigns using modern data classification techniques – segmentation, modeling, clustering, social network analysis, etc. – to understand your customers better than ever.
- Trust your data and the decisions they fuel by infusing data quality and data management into your processes for data that is consistent, accurate and timely, and ready for analysis.
- Predict how customers will act in the future, based on past behaviors, using leading-edge forecasting and modeling routines to analyze past customer behavior gleaned from your organizational information.
- Know which customers are most and least valuable to you – and why – by calculating customer lifetime value and profitability at a more detailed level than ever.

Make customer offers and interaction relevant and personal.

- Produce analytically driven customer communications – orchestrated by a centralized decision making system.
- Make the most of each customer contact by optimizing marketing campaigns to deliver the right offer via the right channel at the right time.
- Enhance campaign effectiveness by delivering customer communications across all channels – point of sale, social, online, mobile, etc.
- Build stronger, more profitable customer relationships by using event- or trigger-based marketing to treat customers as a "segment of one."

For more information on SAS Business Analytics software and services, visit **sas.com**.

For more information about SAS Customer Intelligence solutions, visit **sas.com/customer-intelligence**.

Turn customers into brand advocates by offering exceptional customer experiences.

- Know what your customers say about you across all digital channels, who is listening to them and stitch that information to customer profiles.
- Understand online customer behavior and navigation by capturing every website interaction across all your online properties.
- Deliver well-timed, personalized offers by acting on customer behaviors – such as website abandonment or certain navigational paths – in real time.

The SAS® Difference

SAS® Customer Intelligence solutions help companies achieve a customer-centric business strategy with an integrated decision management approach to solving critical challenges across marketing – including planning customer-centric strategies, gaining insight from big data and analytics, optimizing omnichannel customer interactions, and understanding the customer's digital experience.

Only SAS has award-winning data management, best-in-class analytics, superior domain expertise and the ability to dynamically manage interactions so your business is in sync with the customer journey.

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