Ssas
THE POWER TO KNOW®

■ Business Impact

"Justifying marketing campaign costs is easier now that the company can accurately track data on prior campaign costs and profits. Results from SAS make decisions rational, and rational decisions make money."

Arti Ots
Chief Marketing Officer
Elion

■ Challenges

- **No unified customer or campaign view.** Difficulty accessing/integrating information across systems means there's often no way to know which services customers have and which offers they've received that are erroneous, duplicate or in conflict.

- **Ineffective segmentation/profiling.** Analyzing retention, acquisition, cross-sell and up-sell targets with inappropriate, outdated or imprecise profiling can make the results misleading.

- **Inability to measure campaign profitability and costs.** If you don't understand campaign costs and profitability, you risk continuing unprofitable campaigns and overspending on others.

- **Inability to measure campaign success.** There's no reliable way to measure return on campaigns or learn from results to make incremental improvements.

How can we optimize our campaign return on investment?

YOUR GOAL: Develop more targeted, effective, automated and profitable campaigns

New smart device rollouts, multigenerational technologies, complex rate plans and service combinations mean more choice for your customers and more threats from your competitors. With competition and budgets tighter than ever, communications service providers (CSPs) can't afford to send duplicate, conflicting, erroneous or unprofitable customer offers. Unfortunately, CSPs often lack the insight necessary to detect these ineffective and potentially harmful campaigns and are unable to replace them with more suitable ones. What's more, the market is becoming so saturated that there are few customers left to acquire, leaving CSPs to focus more efforts on cross-sell, up-sell and retention. But customers are diverse in their demographics, service portfolios, behaviors and buying habits – which is why a unified customer view and historical analysis are critical elements in creating effective customer models.

When customer segments are identified, strategies, policies and campaign budgets can be put in place. The more targeted and granular the segments and policies are, the more effective the campaign will be. However, manual processes increase campaign costs and reduce the number of campaigns. Without campaign automation and optimization, campaigns will be more difficult, costly and time-consuming to execute.

OUR APPROACH

Growing average revenue per user (ARPU) isn't enough. CSPs need new ways to manage and execute campaigns to ensure maximum ROI. That means better understanding and segmenting customers, managing and automating campaigns, and selecting the optimal offer, customer and channel mix within budget, policy and other constraints. SAS approaches the problem by delivering software and services to help you:

- **Gain a holistic view of customers' services portfolios** with data management capabilities that let you access relevant internal and external data across business units and service lines, as well as identify and remove duplicate customer records.

- **Develop more granular and effective customer segments/models** based on deep customer insights (e.g., historical behavior, attitudes, preferences, lifetime value, etc.) using advanced analytics that enable you to predict customer behavior and measure customer influence.

- **Easily create and automate more-effective customer interactions** with marketing automation capabilities that let you develop more targeted and revenue-generating inbound, outbound, multichannel and multioffer campaigns.

- **Increase campaign ROI** with marketing optimization tools that let you optimize campaigns to one or more weighted objectives, perform what-if analysis and factor in constraints, such as contact policies, channel preferences and budgets.

SAS also gives you complete visibility into campaign processes and performance with alerts, scorecards and interactive reporting tools that let you measure and improve customer models and campaign performance while ensuring alignment with organizational goals.

THE SAS® DIFFERENCE: Better customer insight, better campaign ROI

SAS' proven software, services and best practices offer an integrated solution for marketing with deep domain insight into customers' behavior and influence, along with campaign performance management, automation and optimization. SAS provides:

- **Superior data management.** SAS lets you extract and transform data from nearly any source, as well as integrate data from third parties and across business and service lines, for a holistic customer view.

- **Communications-specific customer data model.** An optional communications data model optimized for analytics addresses segmentation, cross-sell/up-sell and churn.

- **Powerful analytics.** Data and text mining and detailed segmentation/profiling (churn analysis, market basket analysis, customer profitability, response modeling, next-best activity modeling, etc.) help you understand and predict customer behavior.

- **Social influence analysis.** Identify social communities and measure social influence based on relationships between customers using role-based variables to enhance existing segmentation models and discover how best to target influencers.

- **Critical early-warning alerts.** Only SAS lets you establish triggers that send early-warning alerts automatically when a key customer's behavior is about to change – so you can intervene early enough to make a difference.

- **Cost and profitability analysis.** Calculate the cost and profitability of activities tied to campaigns, as well as customer, channel and product profitability.

- **Patented optimization.** Our precise, patented algorithm can be applied to many business activities (e.g., marketing campaigns, resource planning and allocations), and multiple weighted objectives can be built into the model for optimal results.

Only SAS provides an evolutionary growth path that lets you address your most critical business issues first, then add new functionality over time as your needs change.

CASE STUDY: Elion

◼ Situation
The company experienced higher churn rates after deregulation of the telecommunications market increased competitive pressures.

◼ Solution
SAS provided Elion with an integrated solution that included predictive modeling, marketing automation and digital marketing capabilities, enabling the company to:

- Strengthen its cross-sell and up-sell capabilities.
- Refine and automate its campaign management processes.

◼ Results
- Achieved a 2-1 ratio of return on campaign investments.
- Increased ARPU by 9 percent.
- Reduced customer turnover by 10 percent through improved customer service and targeted retention offers.
- Reduced marketing budget by 30-40 percent, and achieved twice the result of previous marketing efforts.

◼ What if you could …

Eliminate poorly performing campaigns
What if you could track all offers and responses so you could identify and eliminate duplicate, erroneous and unprofitable campaigns?

Improve customer receptiveness
What if you could improve customer receptiveness to offers by creating segments that incorporate attitudes, predicted preferences and potential profitability?

Implement specific policies
What if you could create specific customer policies that are consistently managed and incorporated into each campaign?

Optimize marketing campaigns
What if you could evaluate multiple campaigns simultaneously using mathematical optimization and predictive analytics to determine which products should be marketed to individual customers for maximum return?

Improve marketing performance
What if you could improve marketing performance and accountability through measurement and closed-loop activities?

◼ You can. SAS gives you THE POWER TO KNOW®.

SAS FACTS

- For eight consecutive years, *CRM* magazine has recognized SAS as the leading provider of CRM analytics.

- *Customer Interaction Solutions* magazine named SAS a winner of the 2010 CRM Excellence Award.

- Analyst firm IDC has ranked SAS as one of the top three leading business analytics vendors by revenue.

Learn more about SAS software and services for communications at: www.sas.com/industry/telco/

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