

## › Solution Brief



### Business Impact

SAS was recognized as a leader in the Gartner Magic Quadrants for: Multichannel Campaign Management in May 2014<sup>1</sup>; Marketing Resource Management in February 2014<sup>2</sup>; and Integrated Marketing Management in October 2013.<sup>3</sup>

### Challenges

- **Growing customer data and complexity.** It's difficult and time consuming to harness various data sources from key channels, reconcile online with offline, and deliver appropriate communications in real time.
- **Understanding customer influence.** Without knowing which customers are large influencers in social communities,

it's impossible to use this knowledge during segmentation and targeting.

- **Addressing new types of competition.** Traditional means of reaching customers no longer yield the same results. Reduced budgets make it hard for marketers and customer care personnel to provide superior customer experiences.

# Predict Churn Earlier and Provide a Superior Customer Experience

## The Issue

To prevent churn, and to increase loyalty and net promoter scores, communication service providers (CSPs) must be able to differentiate the customer experience and know the next best offer. But most are challenged to consistently provide the level of personalized experiences customers expect, across multiple touch points.

If you're like most CSPs, you find it hard to provide relevant, real-time offers, such as faster speeds or options for topping up accounts. It's also tough to develop effective loyalty programs and to convert huge data to real-time insight that can be used to guide business decisions. And it's difficult to accurately predict churn, assess customer profitability and understand a customer's lifetime value.

Whether you provide prepaid or postpaid products and services, you face fierce competition today. If customers have a negative experience with any of your channels or are given an irrelevant offer, the risk of losing that customer is high.

## Our Approach

SAS provides a complete customer intelligence solution that helps you anticipate and reduce churn, know the next best offer and enhance the customer experience across multiple channels. With SAS® software and services, you can:

- **Deliver multichannel consistency** by taking an omnichannel approach on the back end. SAS unites diverse data sources to help you deliver a consistently good experience while revealing insights about customers that you've never had before.
- **Market effectively.** With SAS, you can develop, approve, orchestrate and monitor marketing campaigns at the right time and place in the customer life cycle. Plus you'll be able to recognize and reward your most loyal customers.
- **Deliver the best offer in every situation**, at the most appropriate time. And know how changes in business constraints will affect outcomes. Perform detailed modeling, selection and what-if analysis using all your data while predicting the impact of constraints using true mathematical optimization.

<sup>1</sup> Gartner: "Magic Quadrant for Multichannel Campaign Management," by Adam Sarner, Jennifer Beck and Julie Hopkins, May 21, 2014.

<sup>2</sup> Gartner: "Magic Quadrant for Marketing Resource Management," by Kimberly Collins, February 4, 2014.

<sup>3</sup> Gartner: "Magic Quadrant for Integrated Marketing Management," by Kimberly Collins and Adam Sarner, October 31, 2013.

## The SAS® Difference: World-class analytics

SAS makes it easy for CSPs to tap into all types of data to surface unexpected insights and provide answers to complex problems. With SAS, you get:

- **Deeper customer engagement.** Advanced analytics from SAS helps you accurately assess service bundles, then personalize promotions based on network usage, traffic trends and loyalty points. You can also create event-based and rules-based offers. And optimize marketing spending and impact.
- **Better use of all your big data.** Powerful analytical algorithms extract valuable information from your unstructured data, while in-memory technology gives you a faster way to process it all. So you can know customer sentiment and anticipate behaviors by analyzing notes and comments from call or support center agents, or by mining data from social media sites.
- **The opportunity to make personalized, data-driven marketing decisions in real time.** SAS combines data from call centers, network usage, handsets, social media, website interactions, etc., and applies advanced analytics so you can optimize offers, accurately predict churn and enhance customer segmentation.
- **The ability to search social networks for influencers or outliers.** Using community variables (sizes, traffic, etc.) and/or member variables (roles, carriers, scores), marketers can identify social communities based on relationships between customers; measure and segment customers based on social influence; and target customers based on changes within their social communities.

SAS provides rich data management capabilities and a full suite of analytics in a single, cohesive solution.

## Case Study: T-Mobile

### Situation

The company needed to more thoroughly analyze customer interactions, identify social networks and key influencers, and pre-emptively execute marketing campaigns to retain and expand customer relationships that ripple through networks of followers.

### Solution

The solution included SAS® Marketing Automation and SAS® Customer Link Analytics.

### Result

With SAS, T-Mobile can identify hidden relationships among millions of customers and deliver compelling marketing offers that reduce churn and strengthen relationships with key influencers, providing outsized impact.

### What if you could ...

#### Predict key customer triggers

What if you could rapidly identify a customer at risk to churn, or know the next-best offer in real time?

#### Uncover customer issues and trends

What if you could identify root causes to expose and address problems before they lead to churn or promoter score degradation?

#### Gain greater marketing reach

What if you could quickly identify customers with the widest social influence on how people feel about your products and services?

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

### SAS Facts

- SAS helps customers at more than 70,000 sites improve performance and deliver value by making better decisions faster.
- SAS customers make up 91 of the top 100 companies on the 2013 Fortune Global 500® list.
- SAS combines big data analytics with industry-specific solutions to provide a detailed road map for solving CSPs' network and customer care challenges.

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