SSaS®

THE POWER TO KNOW®

■ Business Impact

"One year prior to SAS, the number of appointments converted into sales across key business areas like HR and health and safety was 1 in 15. Using SAS the ratio was 1 in 7.25 – more than a 50 percent improvement. We'd been aiming for a ratio of 1 in 10."

Mike Turner
Head of Management Information Systems
Wolters Kluwer

■ Challenges

- **Inability to create a single customer view.** Customer data is often fragmented into departmental silos because of cultural, political or technical issues, making it hard to consolidate varied customer data from internal and external systems.

- **Insufficient customer insight.** Companies often lack sufficient insight into customers' health care buying habits and behaviors, response propensities and other factors like profitability and value; with the emergence of social media, it is becoming essential to integrate social insight with customer insight to make fully informed decisions.

- **Lack of cross-channel integration.** Developing an integrated communication strategy across all channels – including both offline and online/social – while taking into account customer communication preferences is difficult and complex.

- **Insufficient measurement.** Many health organizations can't generate or view the metrics needed to manage member engagement and performance throughout the organization.

How can we get, grow and keep our best customers?

YOUR GOAL: Drive profitable revenue growth through increased retention, cross-sell/up-sell and acquisition of valuable customers

To help their organizations truly understand their customers, health plan executives must act as customer advocates and focus on building customer value at every interaction. It's well-known that acquiring new members costs more than retaining current ones, but retention is about more than keeping them – it's also about maintaining or increasing their value. Customer "diminishment" accounts for up to 80 percent of value erosion. And as the cost of acquiring new customers increases, acquisition efforts must focus on customers with the highest profit potential. Without a complete view of the member and an understanding of which ones are valuable and why, it's impossible to determine which types of customers you should seek to acquire and retain.

With so many channels available, consumers have a level of control that never existed before. A 2009 Forrester Research paper reported that three-quarters of consumers surveyed said that *they* wanted to decide how a company could communicate with them. Implementing an integrated communication strategy across all channels – including both offline and online/social – while taking into account member communication preferences, is becoming essential to a successful member engagement strategy. This includes tracking and integrating customer contacts across channels, as well as not only listening to the social channels, but also developing the ability to communicate through these channels, capture insight from these channels and then integrate that insight back into the broader customer intelligence platform.

OUR APPROACH

The key to acquiring – and keeping – high-potential customers lies in gathering and analyzing all your customer data in order to understand member behavior and develop more effective engagement strategies. We approach the problem by delivering software and services to help you:

- **Create a single view of the customer** by consolidating all data in one place regardless of source, cleansing the data and then transforming it into a complete picture of an entire customer relationship.

- **Gain deepened customer insight to drive smarter decision making** by understanding members' health care buying habits and behaviors, response propensities, and profitability and value.

- **Successfully execute a cross-channel, integrated communication strategy** with complete, up-to-date information on your customers at all touch points.

- **Manage the performance of your marketing organization** by generating and viewing the metrics that matter most and then surfacing those metrics through dashboards at all levels throughout the organization.

Ultimately, this approach – with a focus on deep customer insight and making full use of that insight at each touch point – will help you retain your most valuable members, acquire more like them and improve your overall financial stability.

THE SAS® DIFFERENCE: The most comprehensive member engagement solution

SAS provides the complete set of capabilities needed for a member engagement process, enabling you to deepen customer insight and choreograph member interactions. While other vendors provide components to satisfy some of your needs, SAS delivers the only complete set of capabilities available on the market. With SAS, you get:

- **The knowledge and insight needed to make smarter decisions.** Whether it's building predictive models for campaign response rates, using optimization to maximize channel ROI, transforming Web and social media data into customer insight, forecasting to predict sales, or managing and maintaining your existing models, only SAS provides such breadth and depth of analytical capabilities.

- **A comprehensive, customer-focused marketing process.** Only SAS provides a complete set of capabilities needed to enable a customer-focused marketing process. As you develop strategies and activities to fulfill the needs of your customers and marketing organization, you can count on SAS to deliver the solutions and technology you need for success.

- **An evolutionary growth path.** SAS Customer Intelligence provides a growth path that addresses all stages of your marketing organization's development; whether you need to develop an accurate view of your customers, or focus on executing and optimizing your customer communications, SAS has a solution to fit your organization's needs.

SAS offers the most comprehensive suite of enterprise marketing solutions that enable smarter decisions and drive profitable revenue growth.

CASE STUDY: Wolters Kluwer

■ Situation

Growth through acquisition and a constantly changing environment were quickly outpacing Wolters Kluwer's traditional product-focused approach. The company was beginning to see the importance of understanding customer needs in order to develop then target the right products and services at the right time to improve customer retention and acquisition, and to increase sales.

■ Solution

SAS provided a solution to improve targeting and campaign management that included a consolidated customer view that was used to run several highly successful campaigns, with significantly increased response rates.

■ Result

- ROI on marketing spending increased threefold.
- Customer retention rates increased from 75 to 83 percent.
- Improved efficiency and targeting meant reduced marketing headcount and costs.
- In customer acquisition, sales conversion rates improved from 1 in 33 to 1 in 11.
- Overall project ROI ratio is 2.25 to 1.

■ What if you could...

Create a single view of the customer

What if you could overcome the technical barriers that hinder you from seeing a complete view of your customers by consolidating data from internal and external systems into one place?

Gain solid customer insight to drive decision making

What if you had insight that reliably predicted your customers' response and buying behaviors, online behavior and lifetime value?

Integrate across channels

What if you could successfully execute a cross-channel, integrated communication strategy with complete, up-to-date information on your customers at all touch points?

Measure what matters

What if you could generate and view the metrics needed to manage both inbound and outbound marketing efforts at all levels of the organization?

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

SAS FACTS

- SAS has served the health care industry for more than three decades; we have employees with in-depth domain knowledge and experience, and our solutions meet the specific needs of payer and provider organizations.

- SAS has been in business since 1976 and today has customers at more than 50,000 sites worldwide.

- SAS was named the Market Winner in the marketing solutions category of the 2009 Market Leader awards by *CRM* magazine – the eighth year that SAS has been recognized.

Learn more about SAS software and services for health insurers at: www.sas.com/industry/healthcare/insurer

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