> **Solution Brief**

Business Impact

"I definitely think SAS is helping us gain a competitive edge. We're finding new insights in how our sales and marketing efforts are driving our brand performance."

David Schmitt
Director, InterContinental Hotels Group
Performance Strategy and Planning

Challenges

- **Missed online conversations.** Thousands of conversations are happening across the Internet, in many languages, about your brand every day. Without a reliable capture process, it is impossible to keep track.

- **Poor monitoring.** Guest opinions influence perceptions in the market, affecting future bookings, revenue and profits. If you aren't proactive, you may find your reputation is damaged.

- **Manual review of text data.** Gathering this data is time-consuming and subjective. Most organizations don't have the ability to process all of their unstructured data, which translates into missed opportunities.

- **Unfocused results**. Analytics is only as good as the ability to act on results. Without the right tools to surface results to end users, analytics is ineffective.

Incorporate the voice of the customer into your business strategy.

Your Goal

Conversations about your company are happening across the web – in blogs, forums, review sites and Facebook pages.

Your guests and patrons are speaking to you from email inquiries to your business, in open-ended customer survey questions, call center transcripts, live chat and even maintenance and service logs. And the proliferation of social media channels has brought the voice of the customer to the forefront for hospitality and gaming companies.

Customers' experiences are broadcast for the world to see, and valuable data on customer opinions of your brand and your service – and your competitors – is easily available.

While the need to capture, comprehend and act on all of this unstructured text data has become more critical in recent years, many hospitality and gaming companies have been ignoring volumes of unstructured text data from guest surveys, call center logs, and service and maintenance records for too long.

Regardless of whether the source is internal or external, valuable insight about your customers is locked in that unstructured text data. This data can help you improve the guest experience, proactively identify areas of operational improvement and, most importantly, gain an advantage over your competition.

Our Approach

SAS provides a suite of text analytics solutions all designed to bring structure to unstructured text data and unlock the insights that will make a difference in your business. With this capability, you can incorporate the true voice of the customer in all of your initiatives and strategies.

By accessing stored data and crawling the web, you can gather text created about your organization and analyze it to identify the issues, opportunities and opinions that are most important to your customers.

Text data can be automatically categorized and tagged for easy routing and searched or mined for related concepts and popular topics.

Because text data can be useful across the organization, for any type of document format, our text analytics platform is flexible and scalable. Global influences are accounted for through multiple languages processed in native form.

Text analytics visualization provides everything from accessible reports for executives to data exploration for analysts. SAS allows you to pinpoint areas for service operations improvements, identify opportunities for service experience design modifications, highlight at-risk guests and detect maintenance trends before they affect scheduling.

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THE POWER TO KNOW®

The SAS® Difference:
Detailed results, quick consumption

SAS allows you to capture all unstructured text data, helping you gain deep insights from text-based analysis. You'll have a new source of information at your fingertips. With SAS you can:

- Monitor in multiple native languages, so you don't miss anything, no matter who is talking.
- Take all of your unstructured text data – blogs, forums, review sites, Facebook pages, guest surveys, call logs, live chat and maintenance logs — and turn it into usable information for your entire organization.
- Quickly visualize all of your text data, no matter how large the database, and with the flexibility to deliver everything from detailed exploration and analysis to quickly consumable results.

Different people across the organization require different types of access to voice of the customer insights. Some need to dig deep in the data, others need quickly consumable information for easy action. SAS can provide organizations with the kind of flexibility in reporting and alerting that they need.

Case Study:
A regional parks division

Situation

This organization is responsible for collecting performance measurements from visitors. Aside from website commentary, it uses a number of methods to collect feedback from stakeholders, including phone calls, mail, email, surveys, public consultations and social media.

It was relying on manual processes to respond to stakeholders, which was time-consuming, making it difficult to glean insight from unstructured data sources.

Solution

The solution automated manual tasks and provides insight into both structured and unstructured data sources that was previously not possible. Now, the division can channel customer communications into products and services that meet their needs.

Results

Using SAS, the parks division was able to reduce a three-week process down to a couple of days, and uncover new insights in a matter of minutes.

What if you could . . .

Unstructured data analysis

What if you could capture every conversation that is happening about you, or with you, and have access to that information when you needed it?

Flexible data visualization

What if you could turn the voice of your customers, represented in volumes of unstructured text data, into meaningful, practical information?

Real-time monitoring

What if you could quickly and easily access the key results from voice-of-the-customer analysis to take quick action?

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

SAS facts

- SAS has been in business since 1976 and today has customers at more than 70,000 sites worldwide.
- SAS customers make up 91 of the top 100 companies in the 2013 Fortune Global 500®.
- Gartner Inc. positioned SAS in the Leaders quadrant of its *2013 Magic Quadrant for Data Quality Tools* and *2013 Magic Quadrant for Data Integration Tools*.

Learn more about SAS software and services for hotels: sas.com/hotels; and casinos: sas.com/casinos.

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