

How Digital Transformation is impacting our life

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The world has changed!

BASIC HUMAN NEEDS

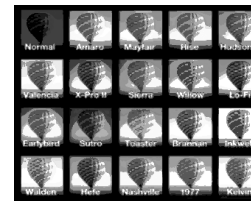


I'm hungry

The Past



Today



What time is it?

The Past



ask yourself what time
it is

Today



check
reply



check



check



check



ask yourself what
time it is?!

DIGITALIZATION EVERYWHERE



CEO PRIORITIES 2016

#1

**CUSTOMER
EXPERIENCE**

#2

**DIGITAL
MARKETING**

Source: Gartner, Inc. | G00294813

“The link between Online- and Off-line-Sales for a seamless customer experience of those worlds is key for future success”

Oliver Bäte, Chairman of the Board, Allianz

CUSTOMER JOURNEY TODAY

Channels need to be integrated:
Seamless, consistent, relevant and real-time



73%

want access to actual people,
even when the digital channels work perfectly

Source: Steven van Belleghem





If
64%

of consumers think the experience they have
is more important than the price they pay



Then why do only

6%

of organizations
have a complete view of their customers' experience?

How do you get the full picture?



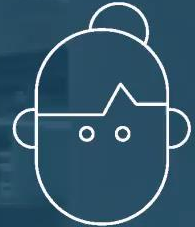
Products



Vendors



Transactions



Customers



Social



Physical Store



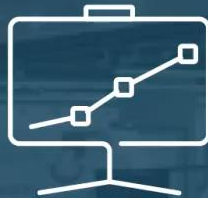
Mobile



Call Center

Analytics gives you a complete
view of your business.

And your customers.



Demand



Merchandise



Marketing



Supply Chain



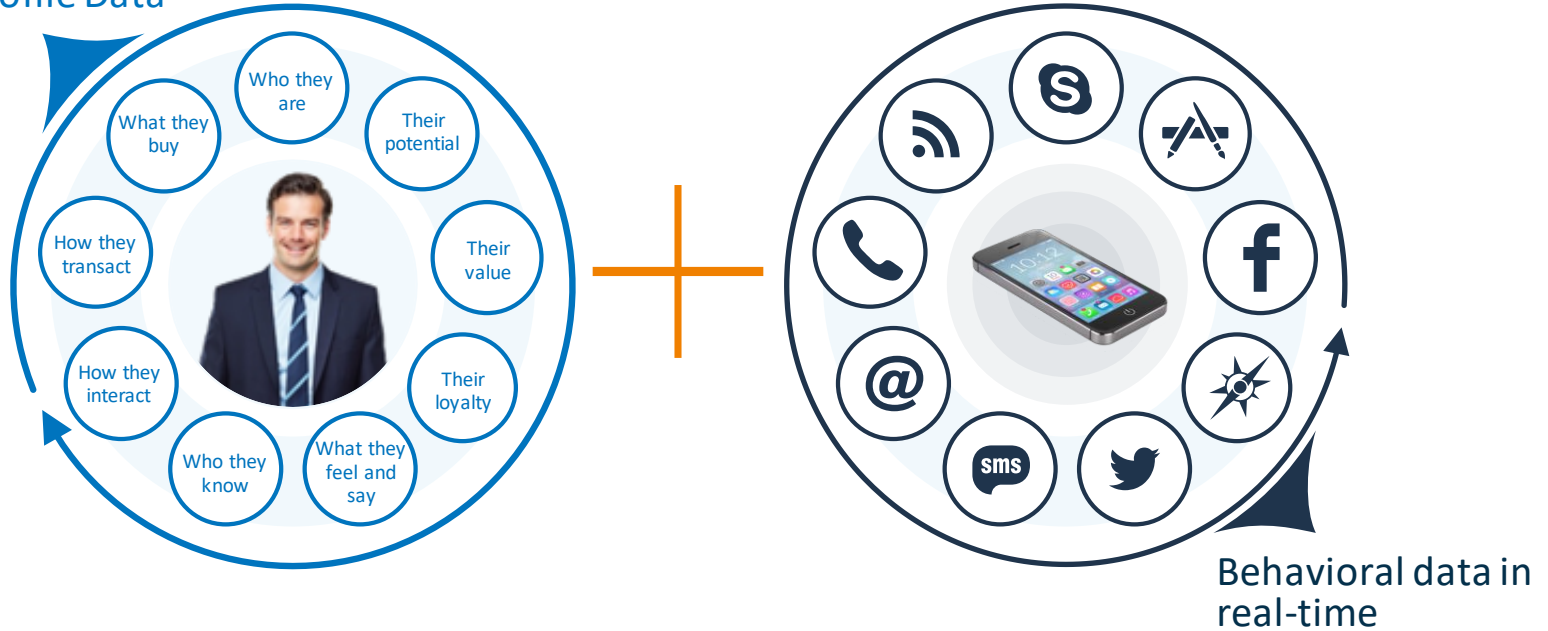
Operations



Customers

What are the Prerequisites?

Customer Profile Data



Use Case: Commerzbank



Telekom.de 12:01 24 %

gersasci61.ger.sas.com

Commerzbank - Demokonto

Probieren Sie aus, wie das Online-Banking bei der Commerzbank funktioniert.

Kostenloses Girokonto

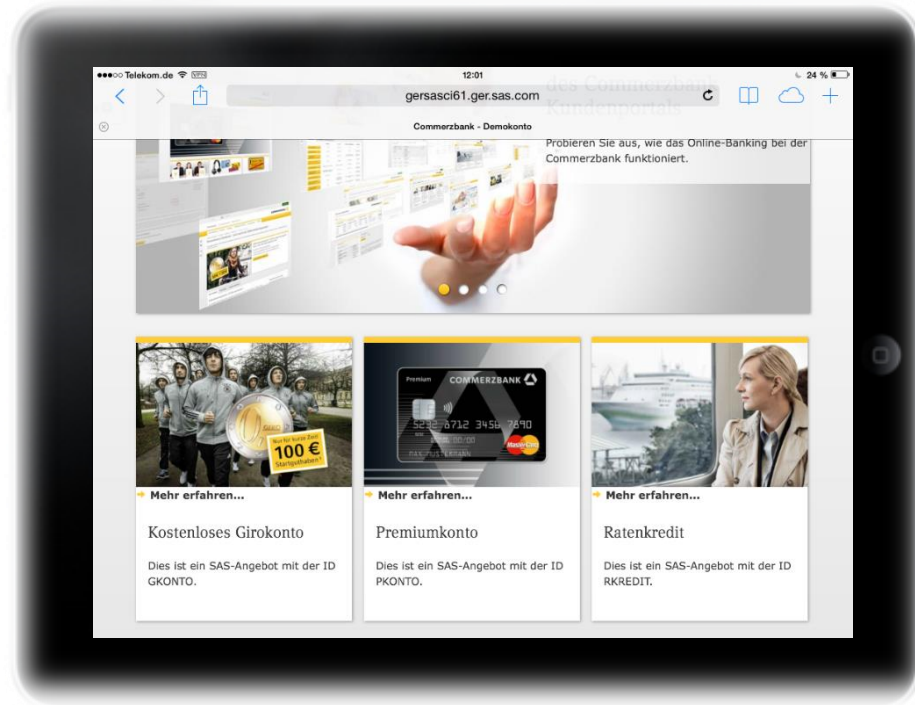
Dies ist ein SAS-Angebot mit der ID GKONTO.

Premiumkonto

Dies ist ein SAS-Angebot mit der ID PKONTO.

Ratenkredit

Dies ist ein SAS-Angebot mit der ID RKREDIT.



<https://www.youtube.com/watch?v=zilC4GuNbX4&feature=youtu.be>

Two strategic priorities - one base: The drive of the multi-channel bank

PERSONALLY

1,100 branches in
Germany



DIGITAL

One branch in the internet:
Secure, fast and state of the art

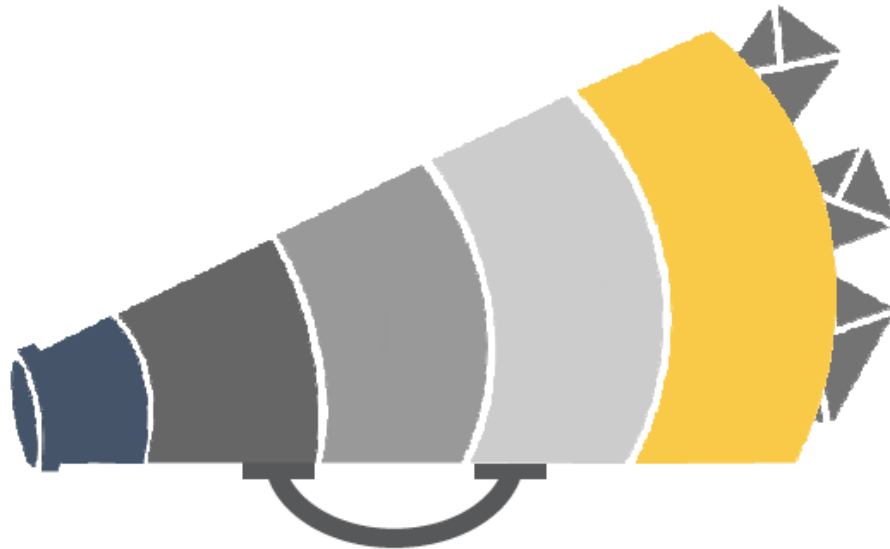


DIGITAL CRM

Connects both worlds and
keeps the customer focus



Are old-school-campaigns in a step-by-step process with sales, production and marketing really customer-centered?



IDEA

All say: "Soon is summer. Something with travel as usual. "



POTENTIAL

Sales says: "Please all customers without a credit card."



FILTER

Production says: "Please no self-employed and married couples over 65."



SELECTION

Further requirements of production have to be considered.



SHIPPING

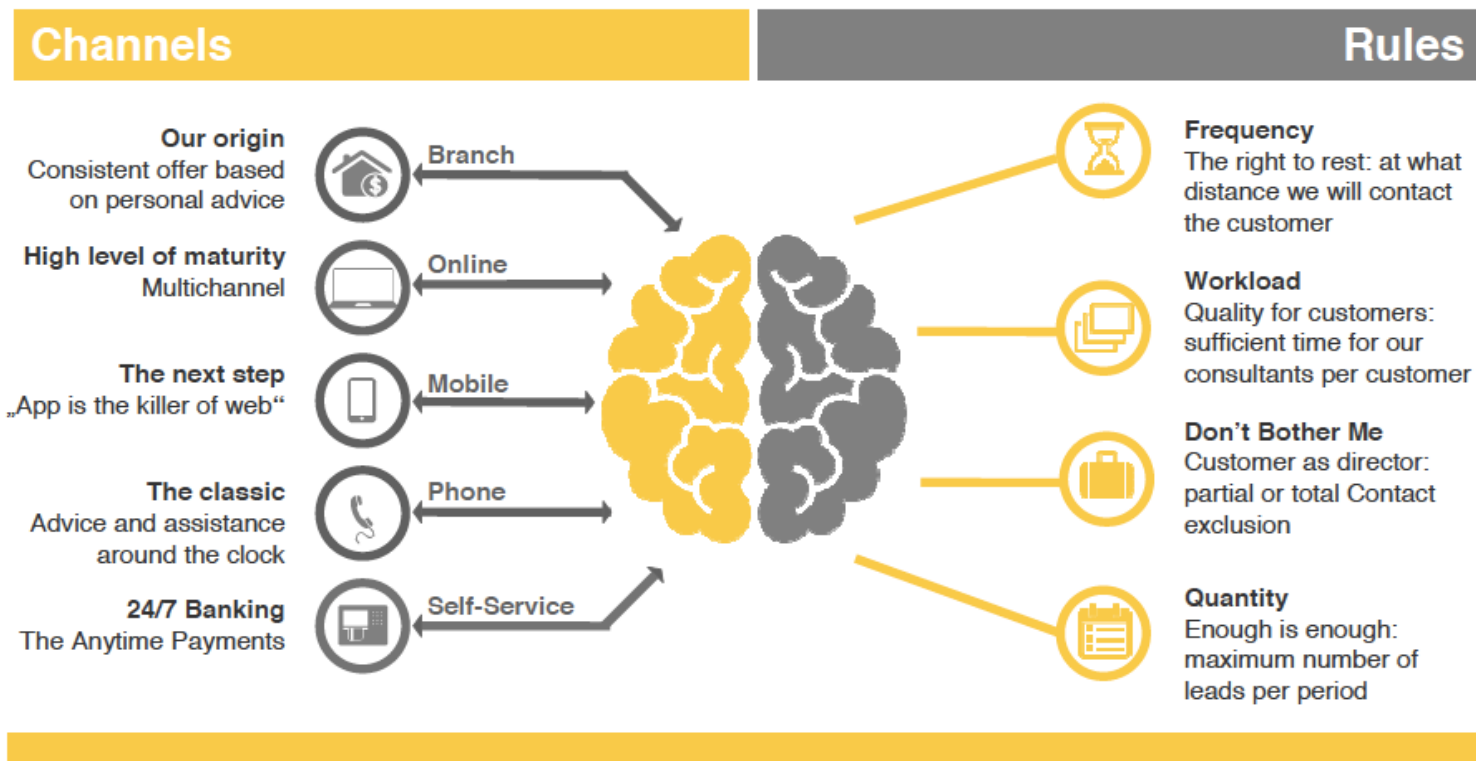
Budget not yet exhausted. "Please contact 10,000 more customers."

Customer focus is based on four key aspects. This is how we bring them to life:





Contact and dialogue rules ensure that address options are always customer-oriented, sales-optimized and carried across channels



What is Customer Intelligence 360?

sas.com







Thank you

sas.com