"Como você está preparado para a Personalização Digital?"

Fernanda Benhami  
Gerente de Produtos Customer Intelligence, Soluções, SAS
A NEW CONTEXTUALLY ENABLED ECOSYSTEM
A NEW CONTEXTUALLY ENABLED ECOSYSTEM
THE FUTURE OF MARKETING NOW

THE COLLISION OF TWO WORLDS

Marketing
- campaign management
- lead management
- email marketing
- life stage / event triggers
- predictive modelling
- lifetime value
- optimization
- customer data

Advertising
- audience monetization
- location based targeting
- mobile marketing
- display advertising
- video & television
- networks & exchanges
- 3rd party data
Customer Experience was the highest marketing technology investment in 2014 and it is the top innovation project for 2015*

*According to Gartner’s CMO Spend Survey 2015
CUSTOMER DECISION HUB | KEY BENEFITS

- Dynamic Touchpoint Management
- Channel Agnostic Decision Logic
- Central Administration and Orchestration
- Designed For Business Users
- Value Driven Interactions Using Optimization
CUSTOMER DECISION HUB

MODULES OF THE CUSTOMER DECISION HUB

Real-Time Orchestration using the
CUSTOMER INTELLIGENCE

- Request
- Reply
- Standard Communication
- Outbound Suppressions
- Next Best Action (NBA)
- Real-Time Analytics
- Decision Logic
- Optimized Offers (NBA)

Optimization & Orchestration

Inbound

Outbound
CUSTOMER DECISION HUB

MODULES OF THE CUSTOMER DECISION HUB

Real-Time Orchestration using the CUSTOMER INTELLIGENCE

Optimization & Orchestration

Customer Intelligence

Operations Management

Outbound

Inbound

EXTERNAL

Real-Time Engine

Batch Engine

Standard Communication Engine

Request

Reply

Next Best Action (NBA)

Real-Time Analytics

Optimization Engine

Optimization & Orchestration

Decision Logic

Optimized Offers (NBA)

Real-Time Orchestration using the Outbound Suppressions

1

2

3

Optimization & Orchestration

Operations Management

Decision Logic

Optimized Offers (NBA)

Real-Time Analytics

Optimization Engine

Optimization & Orchestration

Decision Logic

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CUSTOMER DECISION HUB FOUNDATION, LEVERAGING YOUR SAS INVESTMENTS
THE PROCESS OF OMNI CHANNEL ENGAGEMENT

Planning and Orchestration
- Campaign design and action definition
- Central rules repository
- Real-time customer interactions

Execution
- Optimization
- Monitoring, analysis & optimization of all customer interactions

Planning
- Marketing planning, workflow & approvals

Analysis & Insight
- Planning & orchestration
- Marketing planning, workflow & approvals

Response
- Actions
- Optimization
How does it work?
CONNECTING SAS INTO DIGITAL WORLD

Enabling Technology:
• Digital Personalization
• Omnichannel Choreography

Business Impact:
• Minimize Churn / Attrition
• Build Customer Loyalty
OBRIGADA