THE SECRETS OF DELIVERING EXCEPTIONAL CUSTOMER EXPERIENCE

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articles

01
ARE YOU MEETING EXPECTATIONS?

Today's customers are more demanding than ever. They want highly relevant, personalized and seamless experiences, no matter which channels or devices they choose to use. And they'll prioritize their spending with organizations that can deliver it.

At the same time, marketing technology is undergoing a renaissance, with channel-focused solutions fast becoming extinct. To deliver tailored customer experiences, organizations must adopt a new generation of martech systems that deliver unprecedented levels of customer intimacy, targeted engagement and quantifiable impact.

The value of customer intelligence

The solution doesn't have to be complex, though. With the right out-of-the-box tools, backed by advanced analytics and cloud-enabled, you can make smarter decisions every step of the way. You can:

- **Manage data** – seamlessly extend customer data activation beyond a traditional customer data platform (CDP).

- **Plan** – accelerate, automate and streamline marketing planning activities.

- **Activate** – create personalized customer journeys that boost response rates and generate profitable leads.

- **Embed analytics** – act faster with out-of-the-box insights driven by analytics and machine learning.

- **Extend impact** – deliver a broader brand experience through other functions, suppliers, vendors or stakeholders.

Read more: Maximum customer satisfaction – delivered by analytics

MAXIMUM CUSTOMER SATISFACTION – DELIVERED BY ANALYTICS

Customer needs, habits, buying propensity, satisfaction, financial risk appetite and other critical factors are all examples of the valuable data your organization may hold. That's a lot to know about every customer, though, and you need insights that are accurate and rapidly delivered.

You can use customer intelligence to grow your base, build customer value, boost returns and improve efficiency – and it's all enabled by analytics.
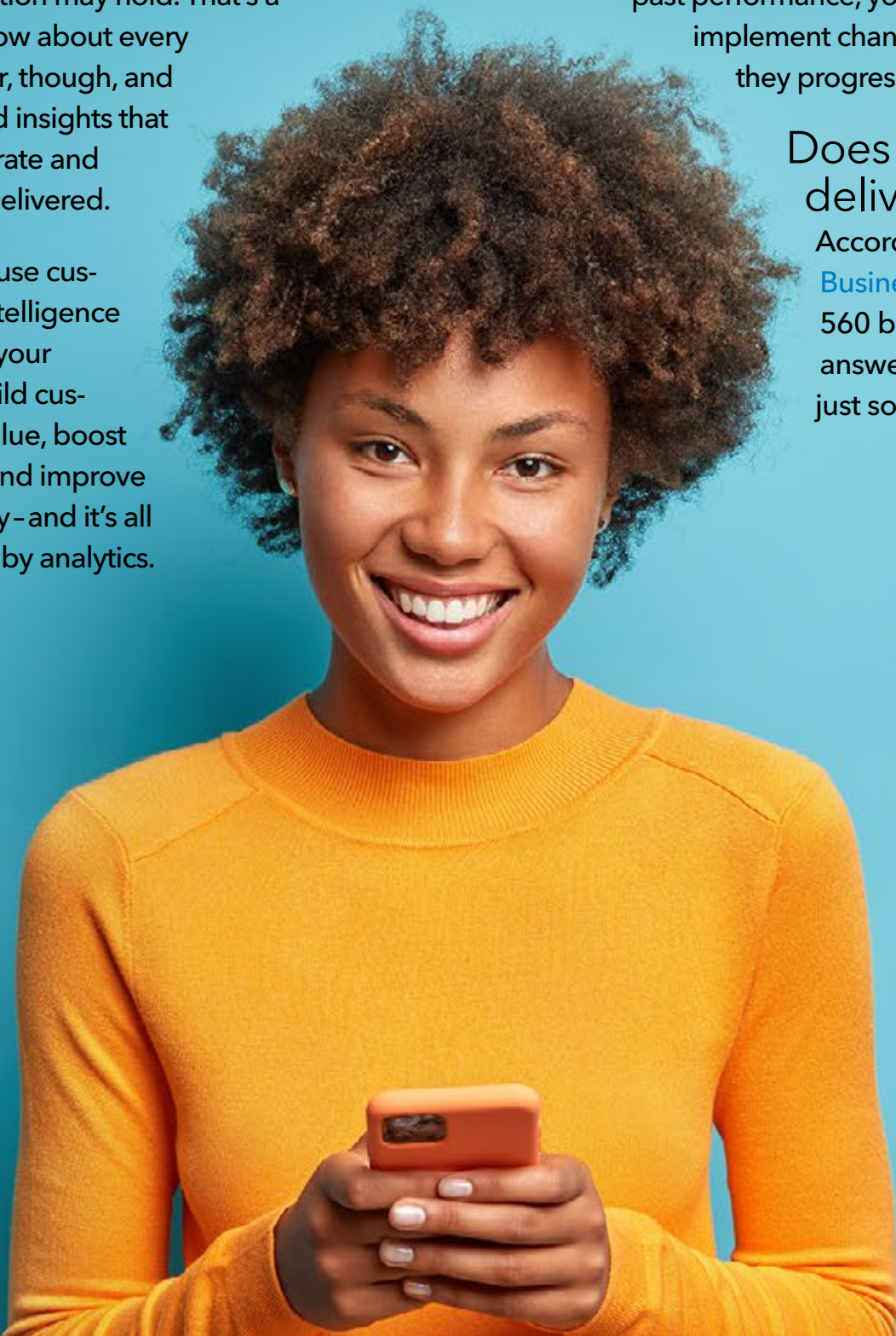
Only analytics can help you understand and optimize marketing performance, including specifics like channel attribution. So instead of measuring past performance, you can review and implement changes to campaigns as they progress.

Does analytics deliver results?

According to a Harvard Business Review survey of 560 business leaders, the answer is yes. Here are just some of the findings:

58% Nearly six in 10 survey respondents (58%) say their companies have seen a significant increase in customer retention and loyalty as a result of customer analytics. And higher customer retention means higher profits.

over 50% Just over half the survey respondents say their use of real-time customer analytics has provided them with a significantly better understanding of their customer journeys, which makes their marketing more effective.

almost 50% Nearly half the survey respondents say their use of customer analytics has generated significant revenue growth by boosting acquisition rates and reducing attrition.

Meet the organizations unlocking great experiences

Read on to hear from some of our customers who have radically improved their customer experience and marketing performance with the help of customer intelligence analytics.

→ **Next up:** Customer engagement blooms with analytics and AI

CUSTOMER ENGAGEMENT BLOOMS WITH ANALYTICS AND AI

Innovative marketing campaigns lead to improved customer retention and loyalty at 1-800-FLOWERS.COM, Inc.®

As customer buying habits have changed, so has 1-800-FLOWERS.COM. The original storefront eventually evolved into its namesake floral brand, where shoppers could order flowers by phone. Today the company is pioneering innovative approaches in chatbots and conversational commerce.

The company's advanced approach is fueled by customer insight and uses SAS to standardize data and analytics across its portfolio of gifting brands.

"SAS helps us work cohesively across all our brands," says Arnie Leap, CIO of 1-800-FLOWERS.COM. "And as new brands are added to the business, we can apply the same proven analytics and methodologies to understanding our new customers and better communicating with them in our marketing campaigns."

"With SAS Customer Intelligence 360, we can better determine the kind of offers the customer is interested in receiving and what offers they'll respond to. We're able to provide a better experience so customers get more value from the relationship."

- Arnie Leap, CIO of 1-800-FLOWERS.COM

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Targeted marketing improves retention

The company uses analytics to help customers find the most ideal products across its brands. It can select the customers to target with a specific email or catalog campaign; track customer interactions from beginning to end; and create more opportunities to improve the customer journey.

By analyzing the profile of the customer who starts in one brand and then migrates to another, marketers can better target customers with a propensity to shop with multiple brands.

"With SAS Customer Intelligence 360, we can better determine the kind of offers the customer is interested in receiving and what offers they'll respond to," Leap explains. "We're able to provide a better experience so customers get more value from the relationship."

meaningful results

1:1 personalized interaction with customers.

$1.25 billion in annual revenues.

MAXIMIZING THE REACH AND IMPACT OF AN eHEALTH HUB

Medical research facility Black Dog Institute partners with SAS to support health care workers' mental well-being during the COVID-19 pandemic.

The daily pressure of working on the frontline of the pandemic has put a strain on many health care workers' mental well-being. Black Dog Institute – an independent Australian medical research organization that seeks to find new and better ways to prevent and treat mental illness – drew on research showing that more than 50% of health care professionals are worried about contracting COVID-19, and 80% are concerned for their loved ones. Black Dog Institute responded by developing The Essential Network (TEN) for health professionals.

As part of the Australian government's $74 million package to support the mental health and well-being of Australians, TEN has been designed by health professionals, for health professionals. TEN is a digital platform that links health professionals to a free, confidential ecosystem of individualized mental health support. The service puts the health care worker at the center of a range of care options, empowering them to choose combinations of care that match their needs, while removing barriers to access. Through TEN, health professionals can tailor their care, according to their individual needs.

"Following the initial stages of the project, working with SAS was crucial in prioritizing the ongoing direction of the project, and specifically which channel – out of the mobile app and online website – we should continue investing in," says Nicole Cockayne, Director of Strategy and Operations at Black Dog Institute.

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Discovering what's needed, engaging with personalized information

As TEN evolved and grew, Black Dog Institute's team used SAS Customer Intelligence 360 solutions powered by SAS Viya on Amazon Web Services to monitor, evaluate and make decisions to ensure the platform continued to provide the tools and resources its users were looking for. This included both SAS 360 Discover, a platform that captures behavioral information throughout the customer experience, and SAS 360 Engage, an omnichannel marketing hub that delivers personalized, targeted information and offers.

Black Dog Institute's team initially thought that hospital workers would be the most regular users of TEN, given their frontline exposure to COVID-19. Yet, the data showed the team that nurses, general practitioners and psychologists were the most frequently cited professions of TEN users. Another insight gleaned from the data – there often was a spike in users accessing the platform from 6:00 to 8:00 p.m.

Working in close partnership, Black Dog Institute and SAS are able to unlock these types of insights and turn them into actionable outcomes, meet peak demand for key audience segments, highlight updated and new resources, and ensure the platform is offering the maximum benefit for users.

Black Dog Institute

meaningful results

36,000
users in the first 12 months.

500%
increase in click throughs to self-help resources and online assessments.

05
MASTER YOUR MULTICHANNEL MARKETING ENVIRONMENT

Topdanmark gains efficiencies with real-time intelligent decision making

Topdanmark is Denmark's second-largest insurance company and covers everything from complex industries to home insurance. Like many firms, its digital business was growing and it needed a more effective way to manage more channels and touch points so that customers feel valued wherever they interact with the company.

This had become a major challenge because the company's digital and direct channels had developed separately and were not sufficiently linked to databases. This created silos, meaning channels and systems were not in sync – and were not delivering an omnichannel experience. In turn, this prevented Topdanmark from creating a good flow of touch points and communication across channels, making for a disjointed customer journey.

The SAS® solution

SAS Customer Intelligence 360 assigns tasks according to value streams in the customer journey so that workflow processes move seamlessly from one to another. From a marketing management perspective, the system will help identify bottlenecks – pinpointing where the process is stuck, or whether missing data is the issue. Every specialist function has its own manager, so there might be different priorities. The tool will help Topdanmark to plan and prioritize time and marketing spending.

Topdanmark needed a more effective way to manage more channels and touch points so that customers feel valued wherever they interact with the company.

→ Read more

How does it work?

Sanne Thomns, Omnichannel Manager at Topdanmark, explained: "We really see SAS Customer Intelligence 360 as a quantum leap as compared to the previous platforms. It is amazing how much this has evolved from marketing automation.

We have great expectations of the planning module and the workflows it should give us. For example, when data is ready, copy should be getting ready – and really, it all starts with data. The modules will guide the process forward and help us orchestrate the work along the different parts of the marketing process, from data scientist to copywriter.

"SAS Customer Intelligence 360 has been a real 'wow' experience, but just as important, SAS has shown respect for our reality. For example, that the direct sales process is integrated into the platform. This has been a real differentiating factor compared to other vendors. And the fact that analytics is the foundation, as channels converge, means we can do real-time intelligent decision making."

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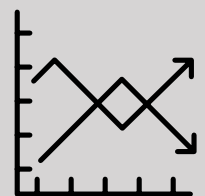
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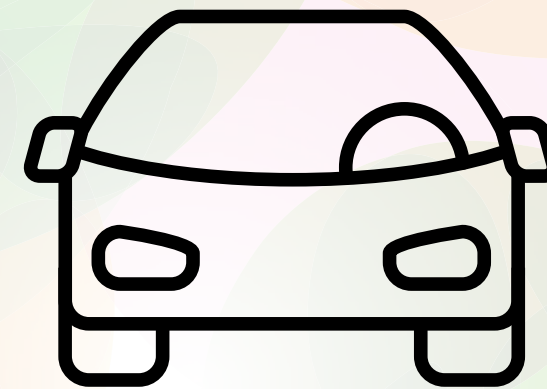
meaningful results

 Real-time intelligent decision making.

 Direct sales process integrated into the platform.

06

TURN DATA INTO ACTION WITH REAL-TIME ANALYTICS

Viking Europe and SAS partnership delivers clear business results

Retailers are going through a lot of change at the moment, and it's no different for Viking Europe (formerly Office Depot Europe), one of the largest providers of office supplies, services and solutions. What does make the company different, though, is its drive to become a data-driven organization.

Putting data at the heart of decisions

Viking Europe does a lot of traditional push marketing, with an increasing focus on life cycle marketing based on ordering behavior and personal preferences. At the same time, its data processes and systems were its biggest challenge. How could the Viking

Europe teams make sure that one system benefits the others, and that they're really talking to each other to deliver the greatest value?

Using SAS Customer Intelligence 360, the company has been able to totally change the way it works. Data is now leading the way on what the marketing teams should be doing – with less reliance on instinct and what people personally believe is the right thing. It's also putting data at the center of the organization's customer experience – making it easy to push campaigns out to customers based on different factors, for example, their preferred channels, or where in the life cycle they are.

Viking Europe wanted its systems to better support the company's increasing focus on life cycle marketing.

Viking RAJA GROUP

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Delivering results

Viking Europe is seeing considerable success. The organization has reduced print costs by 20% without affecting business – a great achievement for a company that has previously used a lot of direct mail.

There have been improvements in other regular key performance indicators like response rates and customer sales, but also in less tangible measures, like how quickly data is available to act on, and the time needed to turn analytics into insight. And these are all key successes Viking Europe has seen since implementing SAS.

But the biggest lesson? That to leverage the full potential of such a large initiative, you need the right partner – with an emphasis on "partner." The relationship between Viking Europe and SAS has really evolved, from the early years where SAS worked hard to understand the organization and business processes, to where it is today: with SAS continually at Viking Europe's side, helping drive change and optimize its business.

As Viking Europe found, when two parties bring together their own areas of expertise, great things can happen. Matt Steell, Head of Information and Analytics at Viking Europe, says, "We believe that data is the new lifeblood to steer our service offerings to customers in the most effective and efficient way."

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- Matt Steell, Head of Information and Analytics

meaningful results

20% reduction in print spending.

A ONE-STOP SHOP FOR CUSTOMER INTELLIGENCE

These stories are so powerful because the results were delivered in only months, thanks to our experience in data and analytics, gathered over more than 40 years.
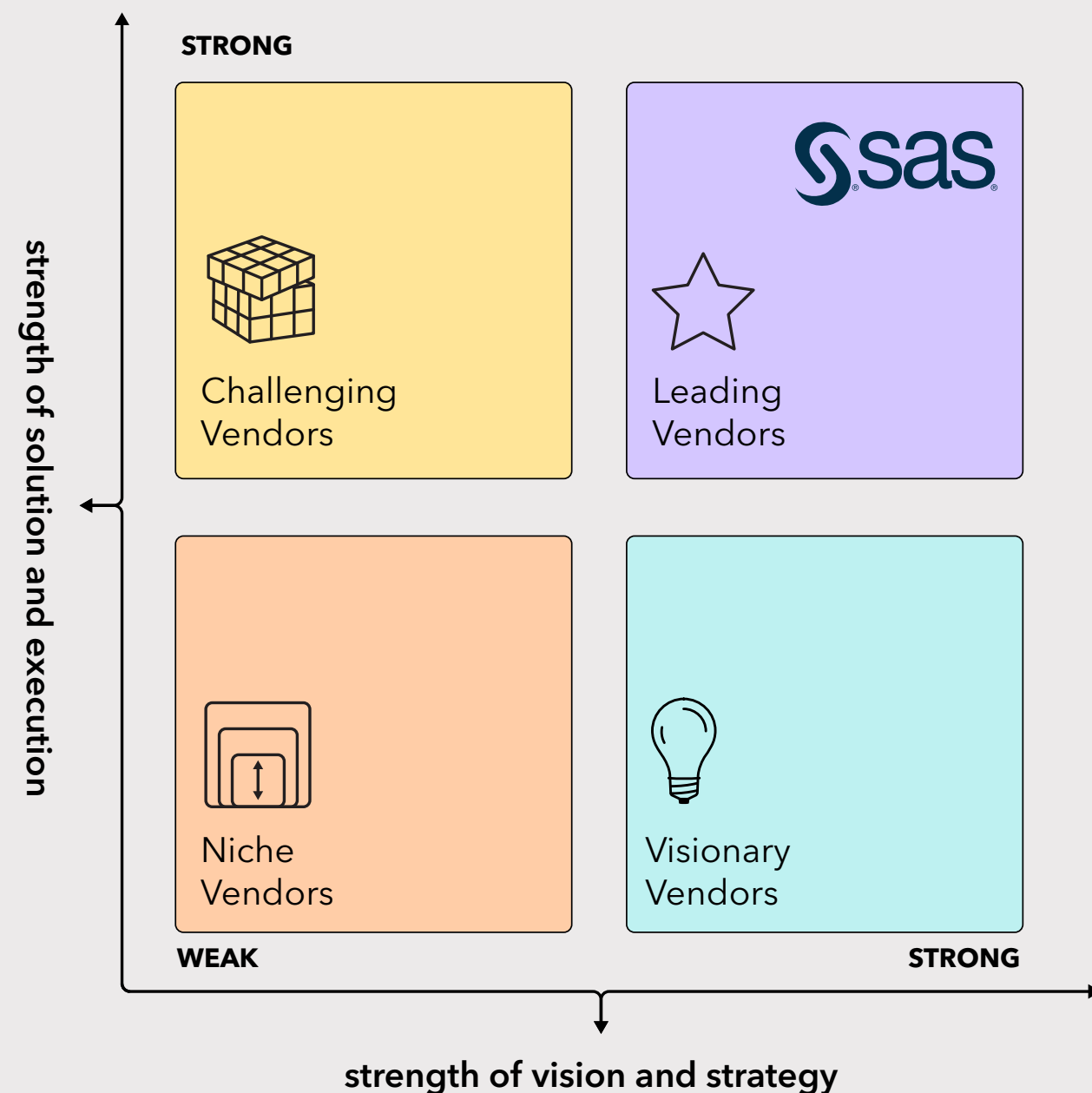
SAS Customer Intelligence 360 is a cloud-based solution with all the algorithms and AI capabilities you need already built in, ready to be customized for your unique situation. You'll be able to access insights far faster, with the assurance that data remains in a sound

data governance framework — perfect for highly regulated markets. It's quick and easy to set up and use SAS Customer Intelligence 360, so you don't have to rely on expensive and hard-to-find data science resources to get you to market.

But don't take our word for it. See what analysts from Forrester and Gartner are saying about SAS Customer Intelligence 360.

SAS is a Leader in:

- Real-Time Interaction Management

- Customer Analytics

- Multichannel Marketing Hubs

- Cross Channel Campaign Management

- Marketing Resource Management

- Digital Intelligence and Analytics

STRONG

strength of solution and execution

Challenging Vendors

Leading Vendors

Niche Vendors

Visionary Vendors

WEAK **STRONG**

strength of vision and strategy

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 sas.com/ci