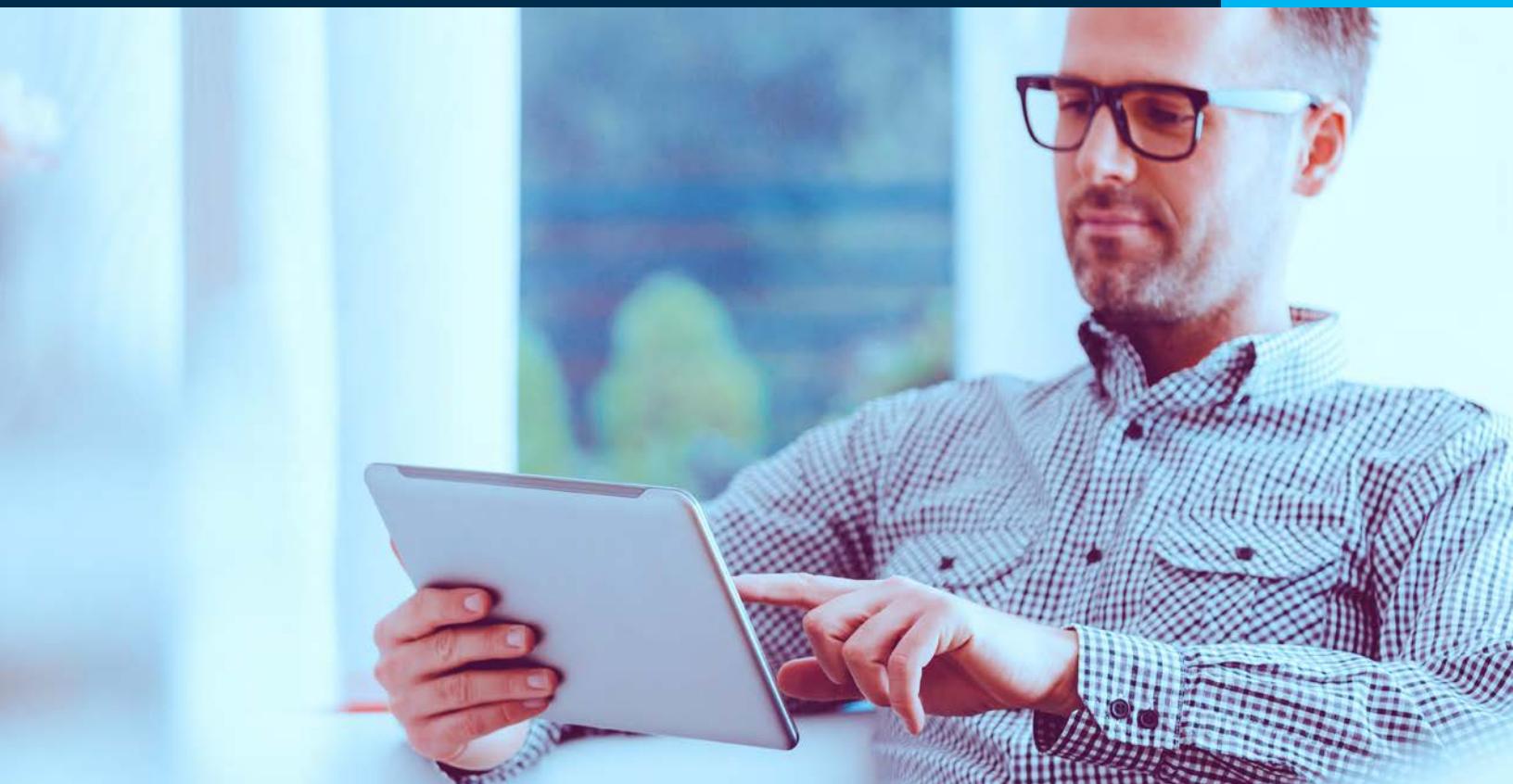# SAS® Customer Intelligence for Telecom, Media and Technology

Create customer experiences that drive sustained competitive advantage

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Overview

Telecom providers have more data at their fingertips than ever before. Product data, network data, consumption data and even device data can serve as valuable inputs to improve the customer experience. In the past, telecom companies focused on KPIs like churn and average revenue per user (ARPU), and while these are still important, the larger task is to put the focus on customers, using hardware and networks as enablers. In a competitive market where switching costs are low, the customer experience needs to be interactive and provide differentiating services, offers and recommendations to increase customer acquisition and improve loyalty.

The telecom providers that succeed will be the ones that use marketing analytics to generate new revenue streams while reducing costs, capitalizing on investments and, most importantly, making better customer decisions.

Benefits

SAS Customer Intelligence 360 helps you use data and analytics to create the most effective customer interactions. Marketers can use everything they know about customers to enable more relevant, targeted and individualized communications across all marketing channels.

Challenges

Telco executive discussions about customer engagement focus on:

- **Building an accessible unified view of customers.** Telecom, media and technology companies must combine online and offline data in a dynamic and comprehensive customer profile. Without this, companies cannot develop a holistic omnichannel view of how customers are engaging. It's difficult to follow customer journeys that span digital and traditional touch points. When marketing doesn't have transactional data, companies can't act on an omnichannel view. This results in a costly, time-consuming approach that prevents real-time reaction to digital activity.

- **Creating and deploying advanced analytics for marketing.** The large volumes of data and analytically based decisions that the most mature providers manage daily requires automation. Automating the analytical model building and deployment process, as well as subsequent customer engagement processes, benefits not only marketing but the entire business. As decision systems start to employ more advanced analytical techniques, like customer journey optimization, telco providers will be able to pull analytical insight from these large data streams that's based on learning, experimentation and experience – not just instinct or reactive measures.

- **Moving customer communications beyond marketing.** Communications providers are moving beyond classic churn and attrition campaigns and on to customer offer campaigns that cross-sell and upsell consumer bundles. Customer communications must effectively span risk, marketing, fraud, collections, customer services and sales. An enterprise decisioning platform that can create and deliver contextual offers in real time will help these companies increase engagement while managing business metrics, like cost control.

- **Continually improving business metrics and customer experience.** How do we drive additional revenue to create profit? Is it through offering additional services, exclusive content or moving more of our customer base to different business models? How do we maximize the "share of communication"? Driving customers into other programs and services is pertinent. What does it take to reduce the "cost to serve"? It may involve pushing customers to more self-service channels. These are all challenging questions that providers will ask as they grapple with what comes next for communications.

Capabilities

An Accessible and Unified Customer View

Create an accurate digital profile by dynamically capturing user behavioral data across all digital properties. Manage known and anonymous customer profiles with in-depth detail and create identity graphs for visualizing digital identities. Integrate online and offline data into a complete customer view with an analytics-ready data model that transforms raw semistructured data into relevant information.

You can also keep the data where you want it. You don't have to move offline data to the marketing cloud to join it to online data for segmentation, analytics or journey management. This also accommodates privacy regulations since you won't have to move personally identifiable information (PII) into the cloud.

Advanced Customer Analytics for the Entire Customer Experience

It's never been easier to create and deploy advanced analytics – not only for marketing but for every part of the organization involved in the customer experience. Now anyone can effortlessly manage incoming customer data from streaming devices, multiple networks and user hardware.

Business users can implement sophisticated techniques with analytical models while enterprise-grade software handles volume, scale and performance. Data scientists no longer have to spend months coding and deploying projects that quickly go stale. Automated decisioning techniques, such as customer journey optimization, can take inputs and make customer decisions based on learning from experimentation and experience versus instinct.

Analytical Insights Throughout the Customer Journey

Automatically refresh segments with contextual customer data streamed from digital platforms and dynamically rescore customers as new data arrives. SAS augments marketers' analytical capabilities when building customer journey workflows with out-of-the-box guided analytics techniques to speed up analysis. Marketers can:

- Automatically choose the best graph to display the selected data (autocharting).
- Determine which variables, dimensions and metrics contribute to an outcome (automated explanation).
- Automatically highlight key relationships, outliers and segments to reveal vital insights that inspire action.
- Define useful rules-based, conditional and algorithmic segments in a user interface that doesn't require marketers to code.

Real-Time Analytics

Business users can easily manage customer decisions by adding and managing analytic or conditional business rules – testing, simulating and optimizing decisions before deploying them – and reusing decision components. With SAS, you can detect issues, alerts, triggers and opportunities in real time from both direct customer interactions and customer network, product and package use.

You can also use analytical models to score customers based on contextual information in real time, use the results to fine-tune analytical models and modify decisions – across the entire organization. A single technological foundation allows dynamic pricing and bundling to balance price sensitivities, competitor prices and expected margins.

The SAS® Difference

With an accessible view across channels, devices and touch points, communications providers can:

- Understand how customer journeys develop as customers move across channels (web, mobile, etc.) and lines of business (TV, prepaid, wireless, entertainment, bundles, etc.).
- Use data and analytics to drive cross-sell, upsell, customer bundling and migration opportunities, as well as enduring loyalty.

With deep analytical insight, communications providers can:

- Drive innovation and improve modeling results.
- Send communications and marketing, service or support updates based on real-time data.
- Proactively engage customers.
- Rely on analytical calculations instead of conditional rules-based logic.

With analytical optimization, communications providers can:

- Spend time, money and resources on relevant customer engagements.
- Contact individuals without fear of violating compliance, regulations and privacy laws.
- Delight customers with offers and engagements that are contextually relevant.
- Derive more value from their existing customer portfolios.

With real-time scoring, communications providers can:

- Score customers to determine which customer communications make the most sense across risk, marketing, fraud, collections, customer service and sales.
- Tie pricing and bundling decisions directly to marketing and customer engagement actions.
- Extend analytical decisioning benefits to all parts of the organization while reducing costs.