

---

# SAS CUSTOMER INTELLIGENCE

---

Allan Lezcano Mølgaard  
[allan.moelgaard@sas.com](mailto:allan.moelgaard@sas.com)

“Customer-experience **leaders** gain rapid insights to build customer **loyalty**, make employees **happier**, achieve revenue gains of **5 to 10%** and reduce costs by **15 to 25%** within 2 to 3 years.”

**MCKINSEY**

WHAT ARE WE TRYING TO ACHIEVE WITH

# CUSTOMER ANALYTICS

SALES



AWARENESS

CHURN



DETRACTORS

PROMOTERS



ACQUISITION

CAMPAIGN  
COSTS



RETENTION  
COSTS

ENGAGEMENT



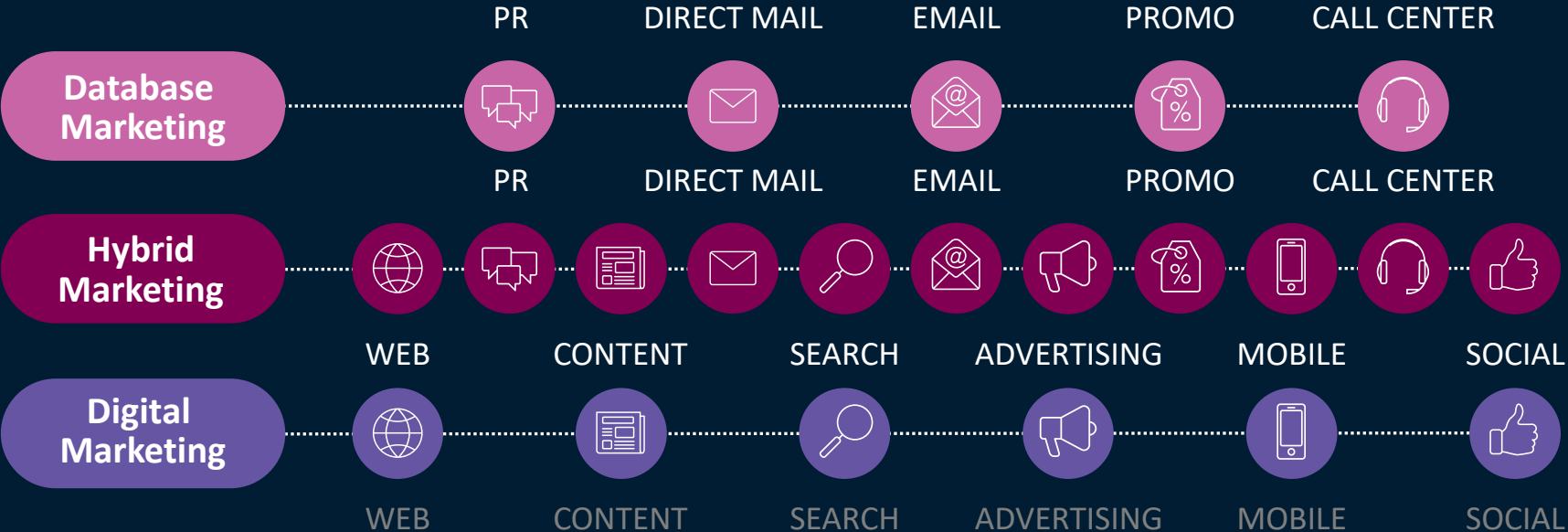
LIFETIME VALUE

CHANNEL  
COSTS

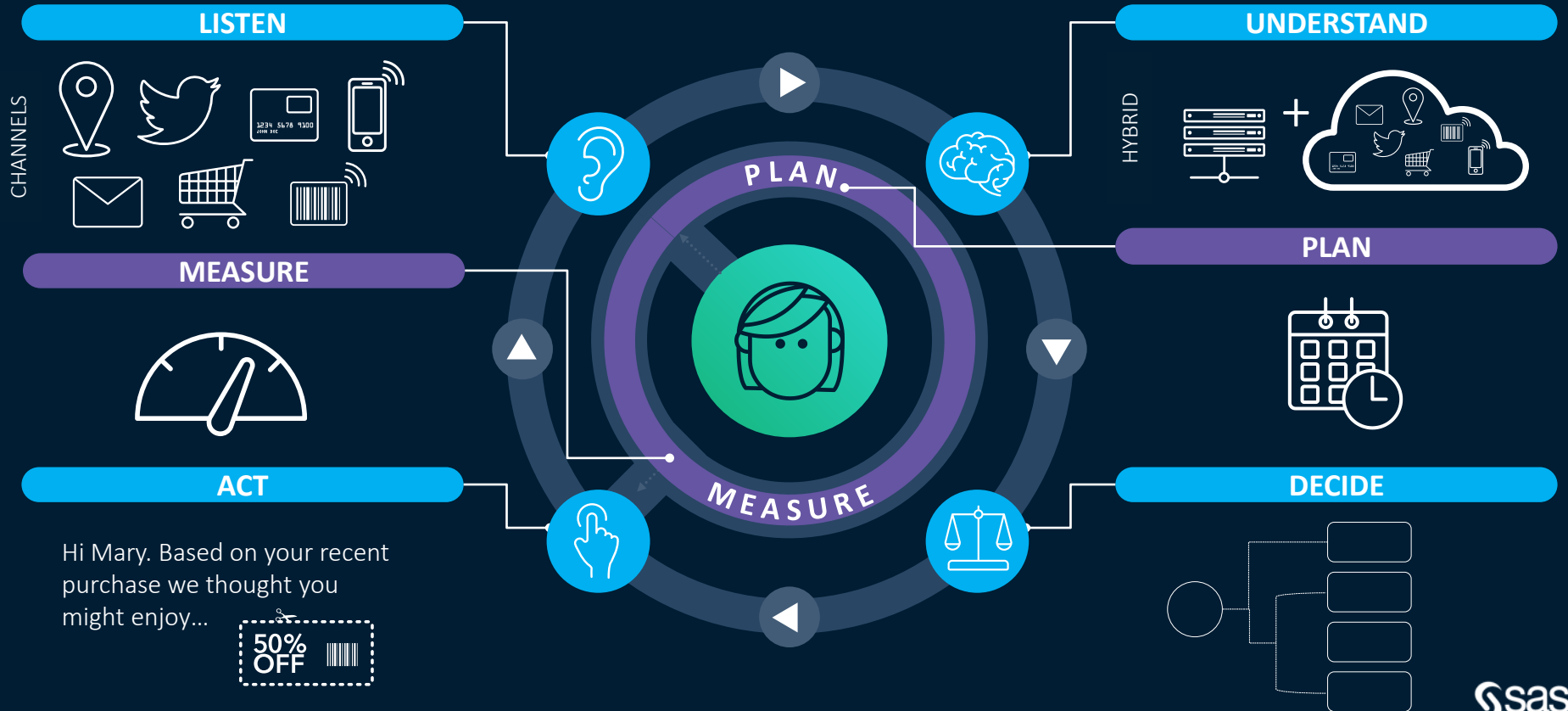


REACTIVATION  
COSTS

# TWO WORLDS COLLIDE



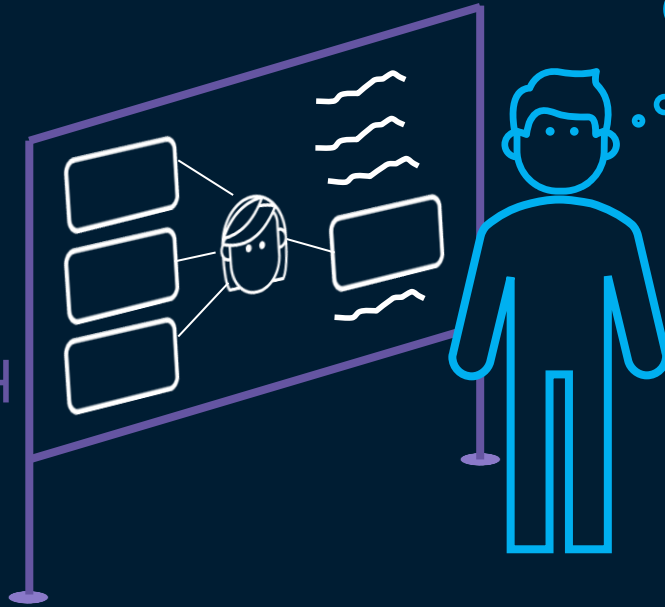
# CUSTOMER ENGAGEMENT CAPABILITIES



# CUSTOMER ENGAGEMENT CAPABILITIES



PLAN



If we take this approach...

# CUSTOMER ENGAGEMENT CAPABILITIES



LISTEN



Whoa, there's a lot going on here!

# CUSTOMER ENGAGEMENT CAPABILITIES



What we already know. = What we understand.

**UNDERSTAND**

What we've learned.





# CUSTOMER ENGAGEMENT CAPABILITIES



**DECIDE**



Continue to listen.

Gather more data.

Offer them advice.

Communicate with the customer.

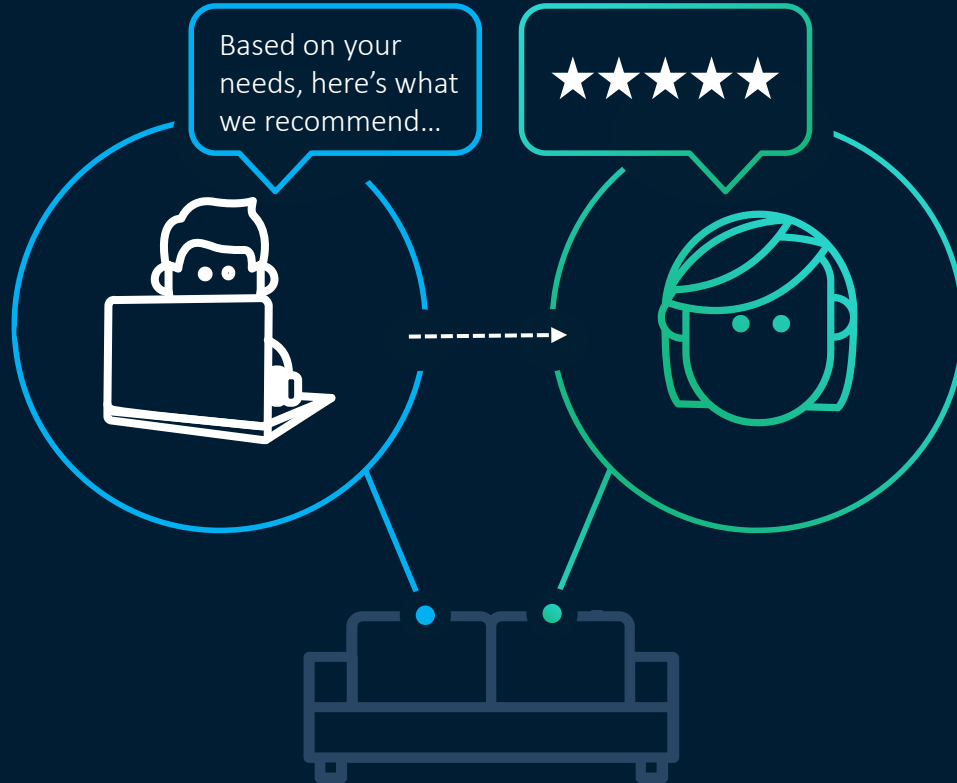
Offer a compliment

Offer a kind word.

# CUSTOMER ENGAGEMENT CAPABILITIES



ACT



# CUSTOMER ENGAGEMENT CAPABILITIES



MEASURE

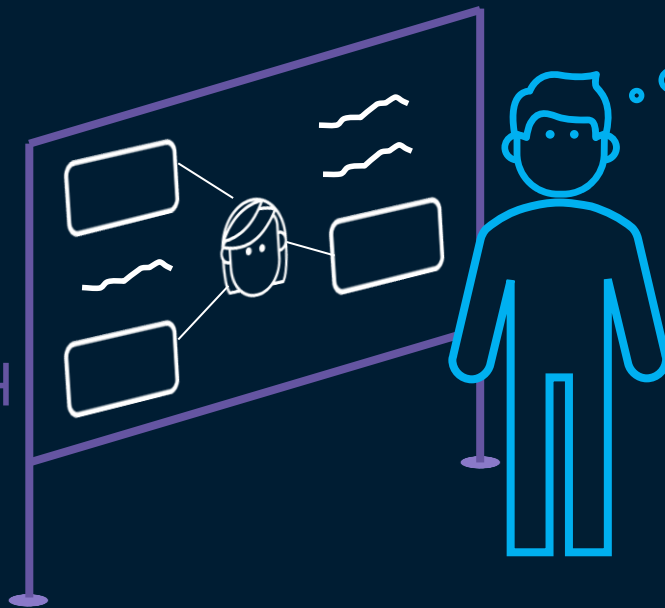


Aha! We can make this even better.

# CUSTOMER ENGAGEMENT CAPABILITIES



PLAN



Based on what we've learned, let's take this approach.

A hand is shown pointing at a digital financial chart. The chart features a line graph with a downward trend, overlaid with a grid. The text 'GFQ11' is visible on the chart. The word 'DEMO' is prominently displayed in the center in a bold, pink font. The background is a dark blue gradient with a subtle grid pattern.

**DEMO**

A hand is pointing at a digital screen displaying financial charts and data. The screen shows a line graph with a downward trend, a bar chart, and the text 'GFQ11'. The background is dark with blue and purple hues.

# Questions?