



SAS Customer Intelligence CI360

- Data before and during Covid-19
 - EMEA Poll - To better understand how customers has acted under Covid-19 and what is expected in the future
 - How do we use this insight to master the customer journey and how do we get started
 - SAS CI360 Demo
-



Thomas Thorning

Business Solutions Manager - EMEA

 [thomas-thorning-guldborg](#)

A digital minute in 2020



300.000
STATUS UPDATES



3.8 M
SEARCHES



500.000
TWEETS



1.400
POSTS



13 M
TEXT MESSAGES



4 M
VIDEO PLAYS



50.000
PHOTOS UPLOADED



2 M
SNAPS



200.000
CALLS



800.000
FILES UPLOADED



750.000
SONG STREAMS



100.000
HOURS OF VIDEO



7.000
USER MATCHES



700.000
VIDEO PLAYS

WWW.SOCIALMEDIATODAY.COM

EMEA Consumer Poll 2021



experience 2030

Background








**In September 2020 SAS launched the first CX 2030
Covid-19 consumer poll across EMEA**

This is the new updated version

Key findings across these topics:

- New digital users since the pandemic started
- What do customers really think about the customer experience?
- The most important factors to drive the customer Experience
- Customer loyalty are easily lost

Industry-specific takeaways

Industry	Percentage of new digital users since the pandemic started	Percentage of total digital users now
 Banking & Finance	14%	55%
 Government & Public Services	19%	44%
 Grocery & Food Companies	20%	40%
 Healthcare Providers	19%	41%
 Insurance	17%	46%
 Retail	18%	45%
 Travel & Hospitality Brands	15%	45%

Grocery & Food
Companies saw the
highest rise in new digital
users, with an uptake of

20%

Banking & finance has
the higher percentage of
overall digital users at

55%

What do customers really think about the customer experience



18%

The number of digital users has grown by **18%** since the pandemic started.



80%

...of people feel the customer experience has improved during the pandemic.



32%

...of people are more likely to share their personal data now than before the pandemic started

Importance of low prices continues to fall

Price remains the main driver, with 52% including it as a top 3 priority.

Customer experience factors	Percentage of customers who ranked it as a top three priority (September 2020)	Percentage of customers who ranked it as a top three priority (March 2021)
Low prices & discounts	54%	52%
Convenience		48%
Companies that act fairly, responsibly and respectfully towards others and the environment		43%
Product or service availability and quality		42%
Good service/customer experience during lockdown/s		42%
Friendly customer service		33%
Flexible returns or refund policies, with quick turnaround	23%	26%
Customer reviews or recommendations by other people	18%	24%
Personalised offers that match my current need	22%	20%
Regular communication and updates from the company	13%	15%

48%

Convenience

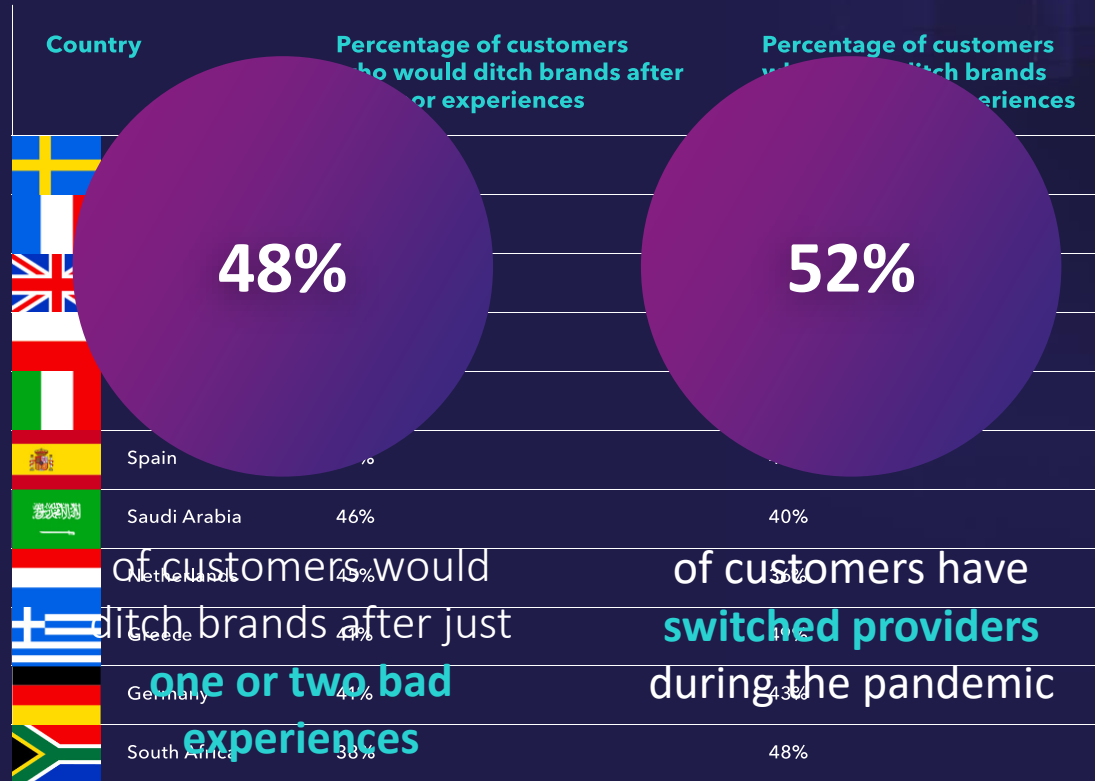
42%

Good service / CX

43%

For companies that act fairly and responsibly

Customer loyalty are easily lost

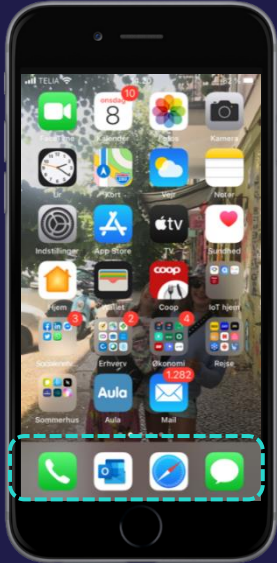


The future customer engagement to the right generation in the right channel



Thomas

Gen X



GEN Z

Born Between
1995 - 2015



Millennial

Born Between
1980 - 1994



GEN X

Born Between
1965 - 1979



Emily

Gen Z



Loyal customers want to be recognized

Walk,
Run,.....
Fly?



Data Alone Doesn't Drive Your Organization.... Decisions Do

Operationalizing Analytics



Data



Analytical
Insight



Decisions



Impact

Analytically Driven Decisions are Better

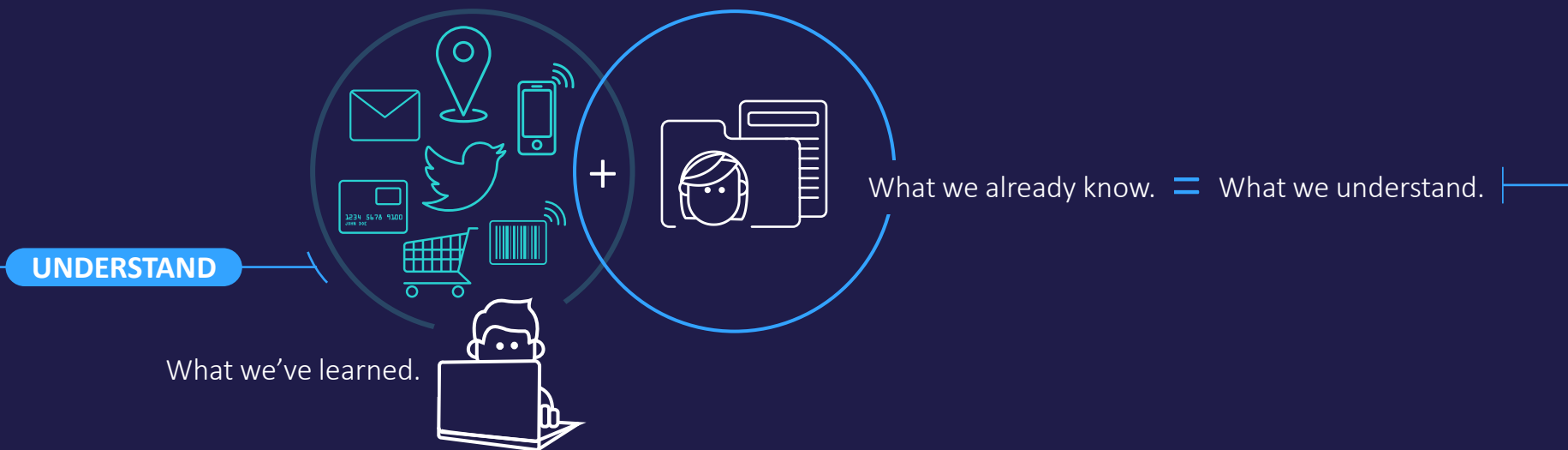
Customer engagement capabilities



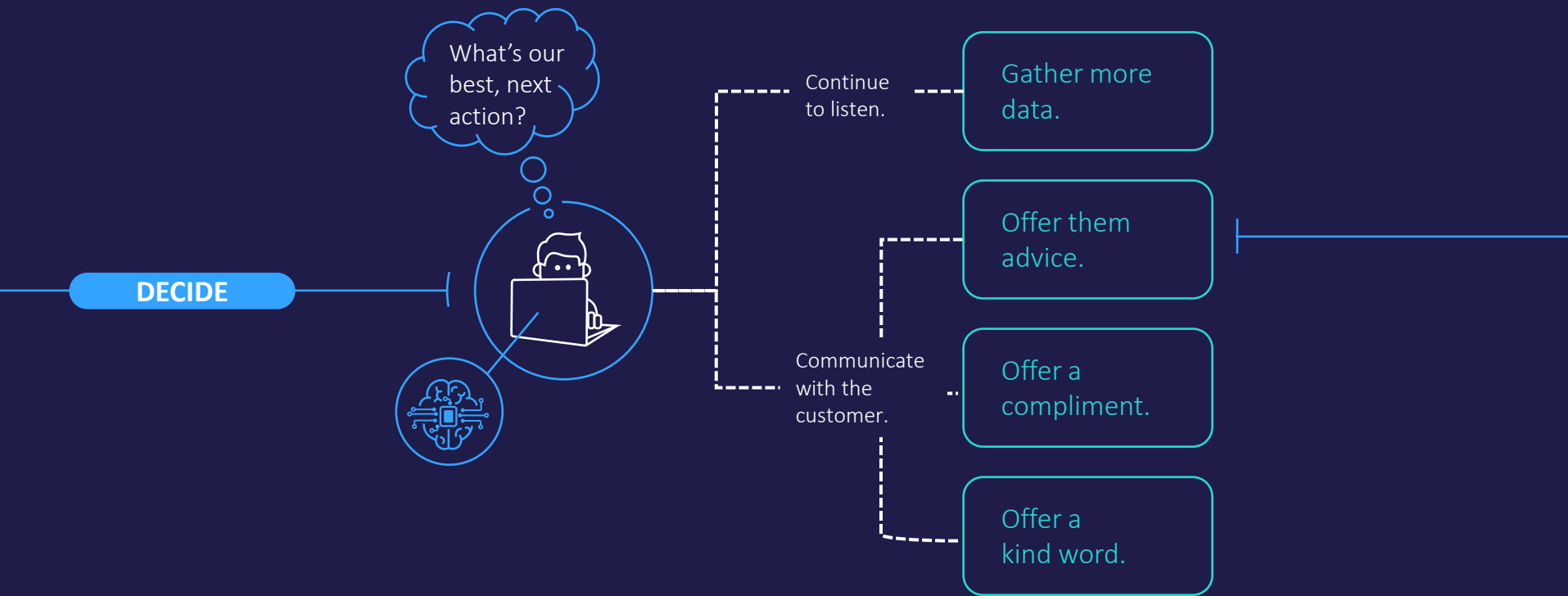
Customer engagement capabilities



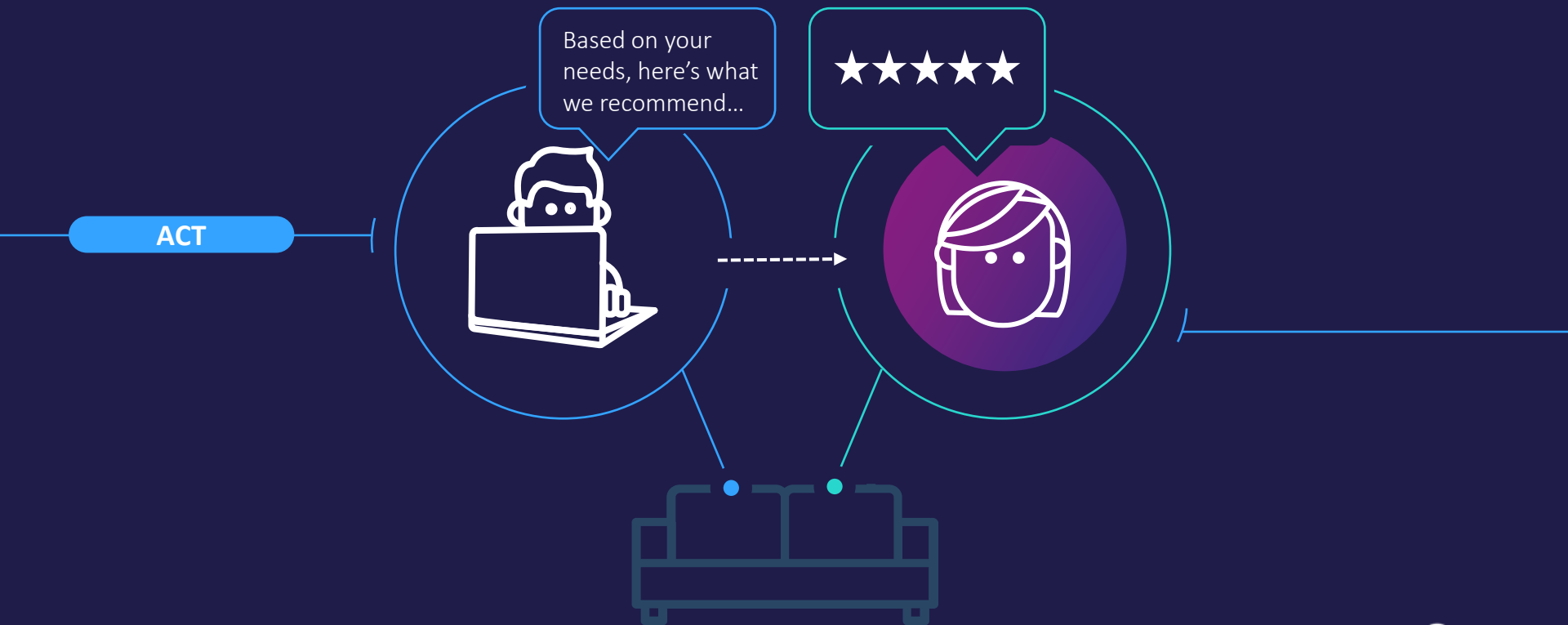
Customer engagement capabilities



Customer engagement capabilities



Customer engagement capabilities



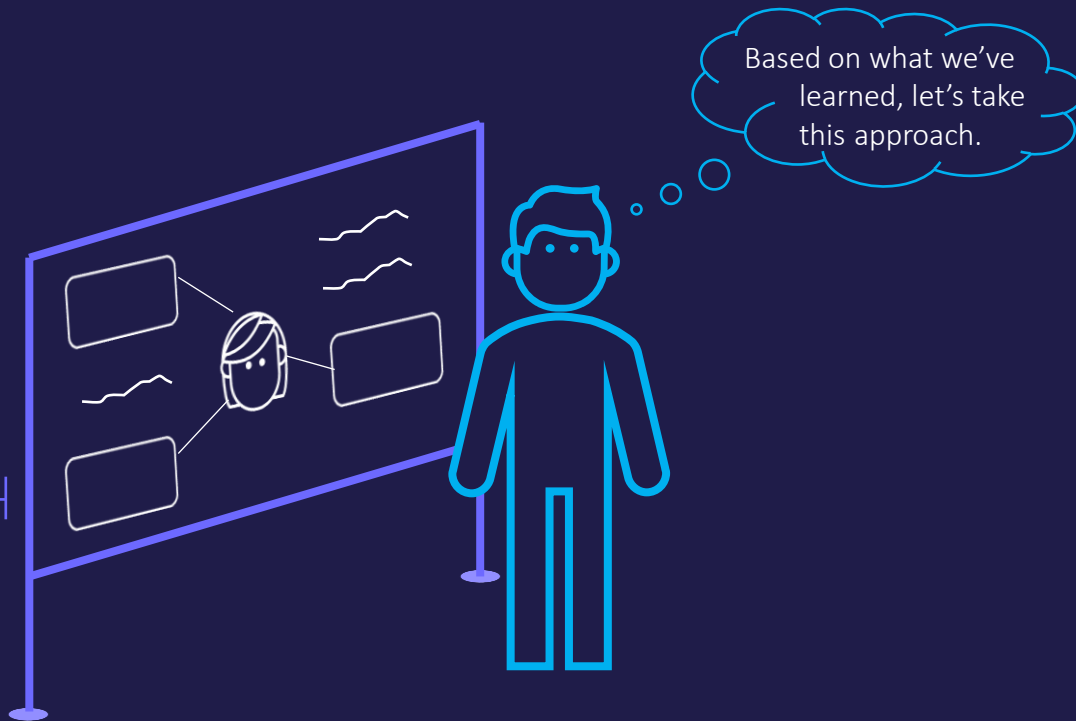
Customer engagement capabilities

MEASURE



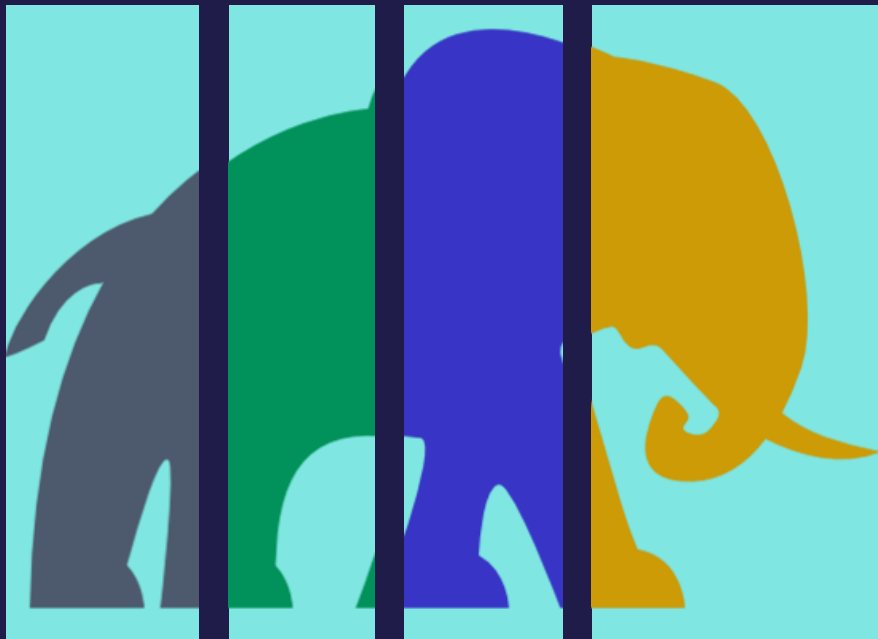
Customer engagement capabilities

PLAN



Slice the elephant

Modularity in SAS® marketing solution



GET THE KEY INSIGHT FROM YOUR CUSTOMERS

WHAT ARE THE CUSTOMERS REALLY LOOKING FOR

MAKE THE RIGHT INTERACTION IN REAL TIME AND ACT IN THE RIGHT CHANNEL

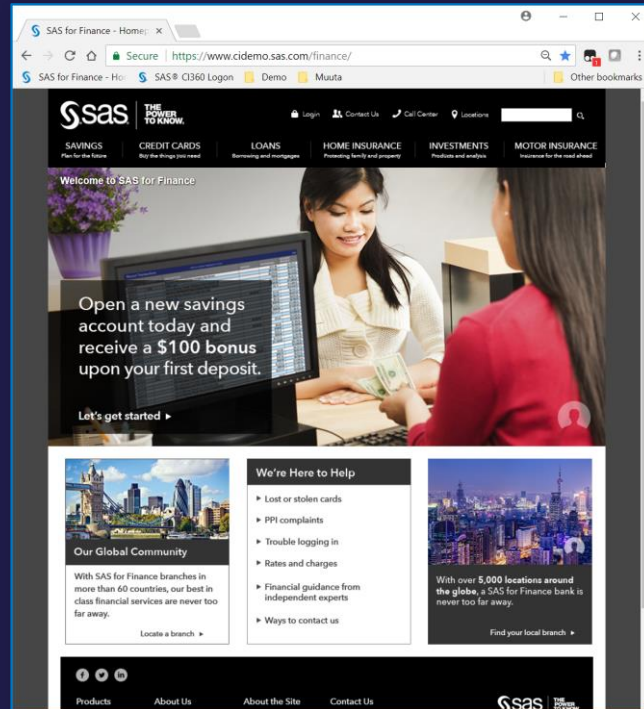
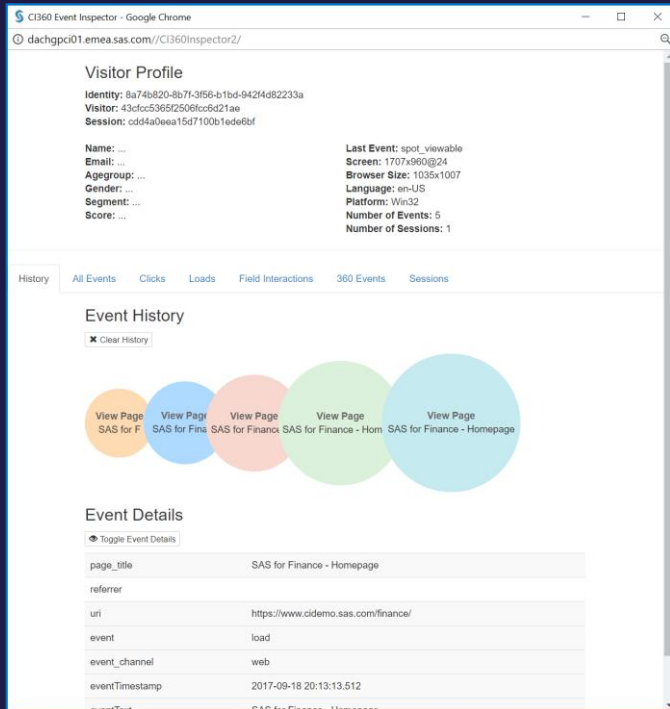
**FUTURE STATE:
ADVANCE ANALYTICS**

The SAS Hybrid Approach



CI 360 Demo


Customer Experience



LET'S CONNECT

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Business Solutions Manager - EMEA

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Download the EMEA
Consumer Poll 2021 here.



Questions