




Optimal customer experience in real time: a challenge or opportunity?

Rene van der Laan

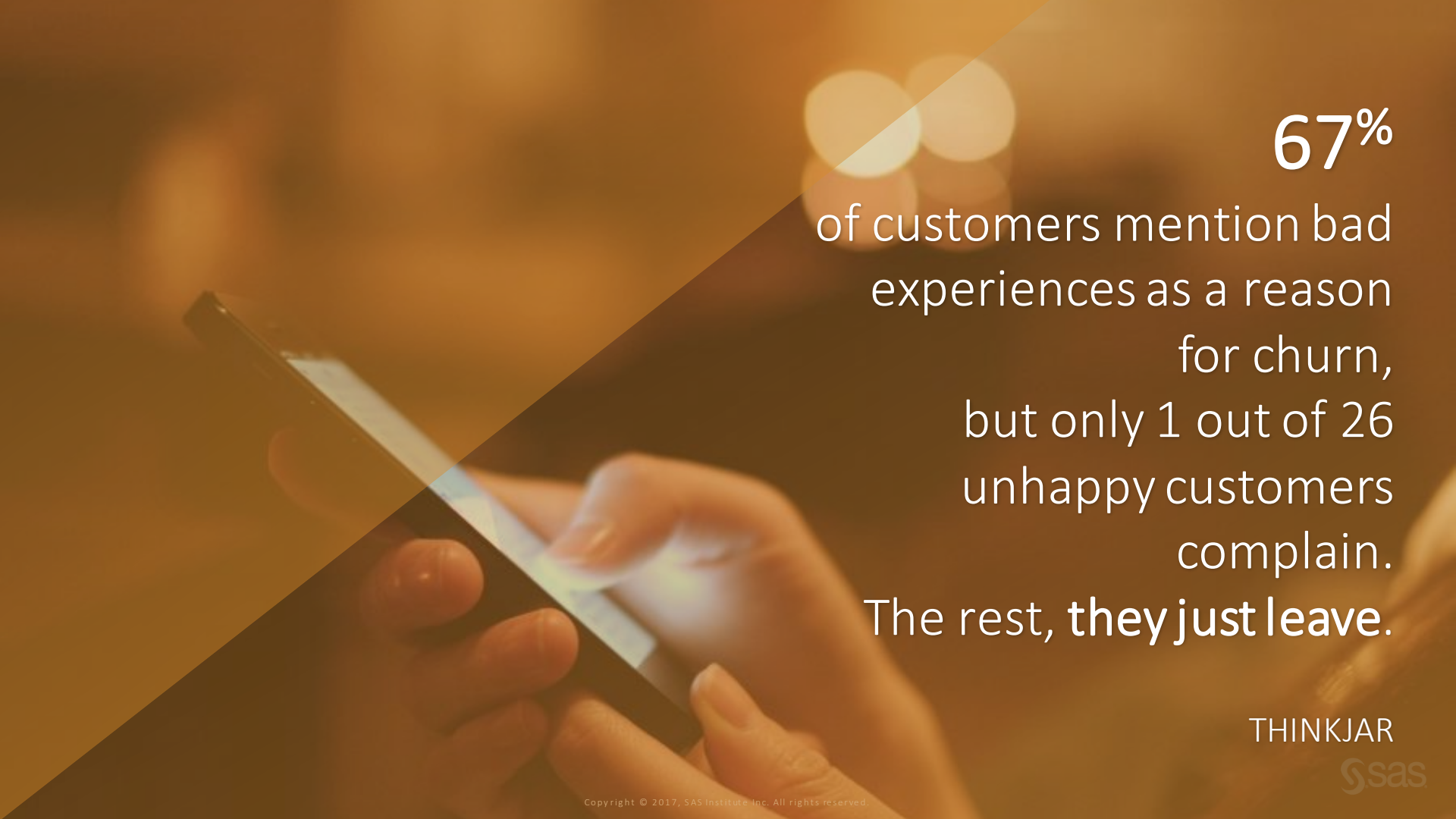
Director Global Practice – Customer Intelligence, SAS

Stockholm, 22 February 2018



In 2018 the CMO will
spend more on
technology
than the CIO!

Gartner



67%

of customers mention bad experiences as a reason for churn, but only 1 out of 26 unhappy customers complain.

The rest, **they just leave.**

THINKJAR



89% of
marketers expect
customer
experience to be
their **primary**
differentiator.

GARTNER



Only 5% of marketers have mastered the ability to predict
and adapt to the Customer Journey

CMO COUNCIL



A hand is shown hovering over a smartphone. From the screen of the phone, a stream of colorful digital data points (yellow, orange, and blue) rises and spreads out, creating a sense of a digital journey or data flow. The background is a dark, gradient purple.

Only 5% of marketers have mastered the ability to predict
and adapt to the Customer Journey

CMO COUNCIL

Customers don't think in channels.



MAISTA, KAKASTA
K-Supermarket

NYHTÖKANA-SOPII-TAVITTEEKSI
TÄI TARJOJA OHJAN KANSSA >>

GRILLATTU
KOIPIREISI
RAKASTANEN, 130 g

1.75
alv. 20% (1,42)

Edut juuri sinulle!

Nämä alla olevat valikoidut OmaPlussa-tarjoukset on ladattu valmiiksi kaikille talutesi Plussa-kortteille, joilla voit lunastaa ne kätevästi suoraan kaupastamme.

Olethan huomannut, että edut näkyvät myös K-Ruoka-mobiilisovelluksessa sekä kirjautuaksesi osoitteissa www.k-ruoka.fi ja www.plussa.com.

[Halutessasi voit tulostaa tai tilata muistilistan tästä »](#)

PIRKKÄ
Rypsiöljy 900 ml


1,94/l
ilman korttia 2,29/kpl (2,54/l)
rajoitus 2 kpl/asiakas

1.75
kpl



OmaPlussa-etu
-23%





Does my supermarket
know me at all?
Do they care?



 **Lucy**
@Lucy Follow

K-kauppa lähetti kohdennetun tarjouksen kanankoipiin, vaikka olen kasvissyöjä - pitäis #asia

 Reply

7:54 AM

 **Lucy**
@Lucy Follow

K-mart sent a targeted offer for chicken legs, even though I am a vegetarian - should I switch to S-Market? #CustomerExperience #badCX

 Reply  Retweet  Favorite  More

7:54 AM · 07 Jan 18 · Embed this Tweet



Again? Negative reviews on
our social media page?
How do I keep my customers
happy?

A man with short dark hair, a beard, and glasses is looking directly at the camera. He is wearing a blue long-sleeved shirt. He is standing in a server room with rows of server racks on either side. The background is slightly blurred, showing the depth of the aisle.

Do I really need all of this to facilitate marketing?

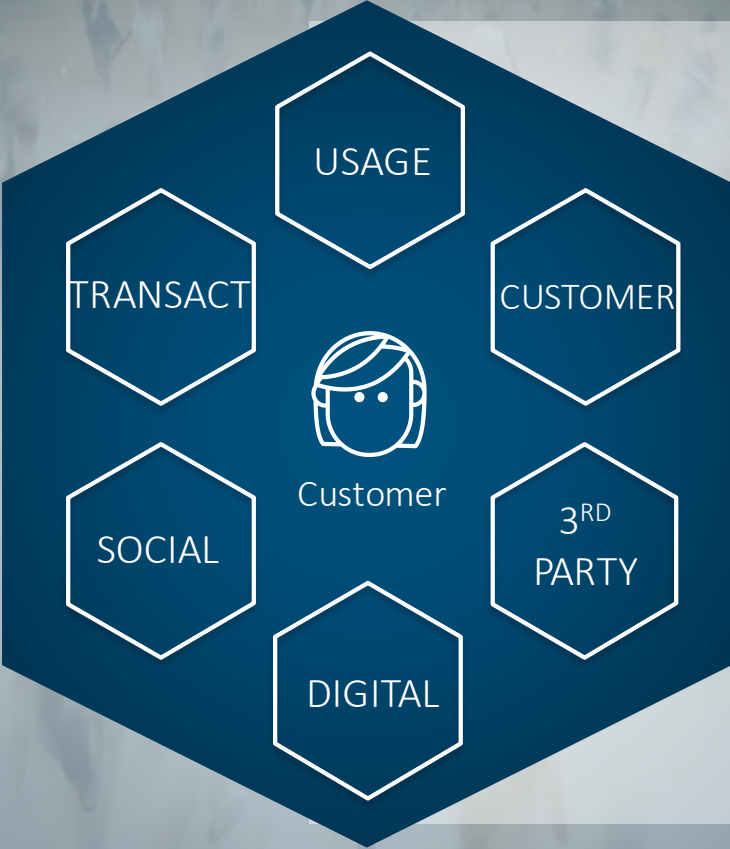
I know my Customers
aren't getting the
customer experience
they deserve.



<https://www.youtube.com/watch?v=ewWILbCXdnQ>

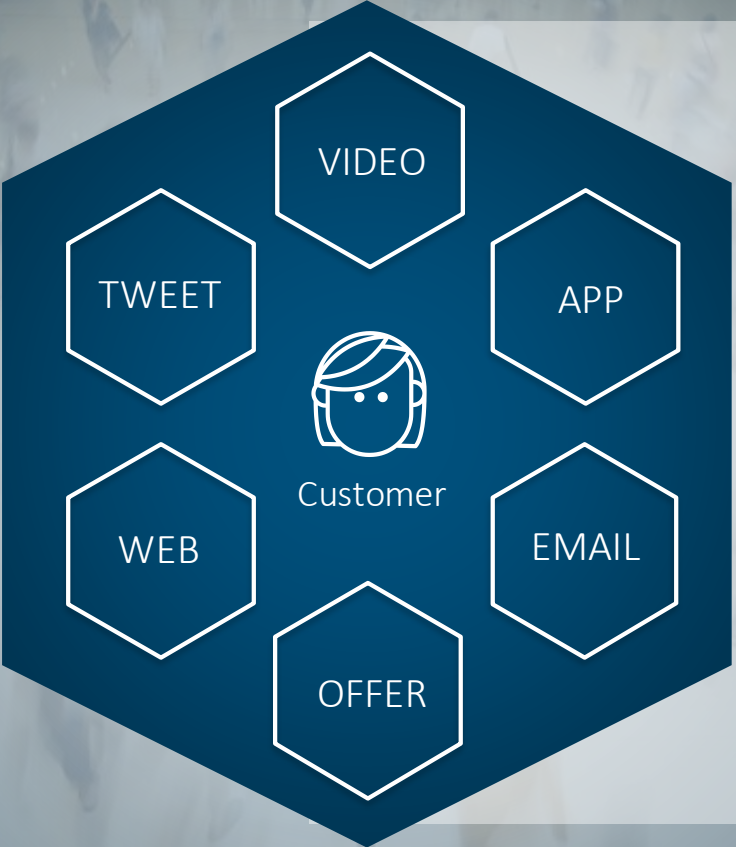


CHANNELS



CHANNELS

DATA



CHANNELS

DATA

CONTENT

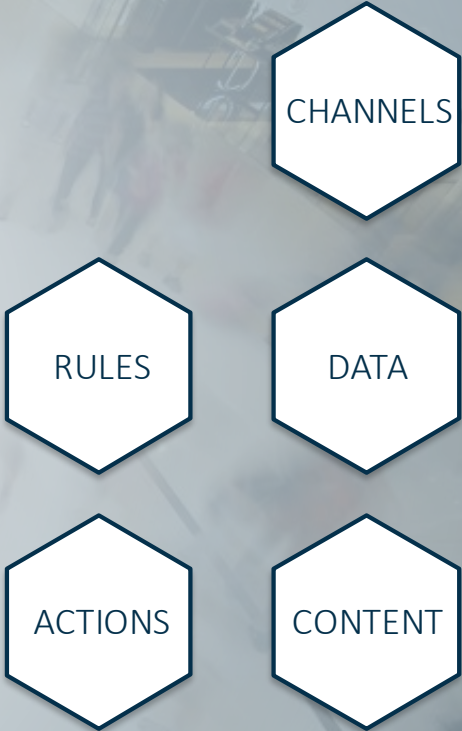


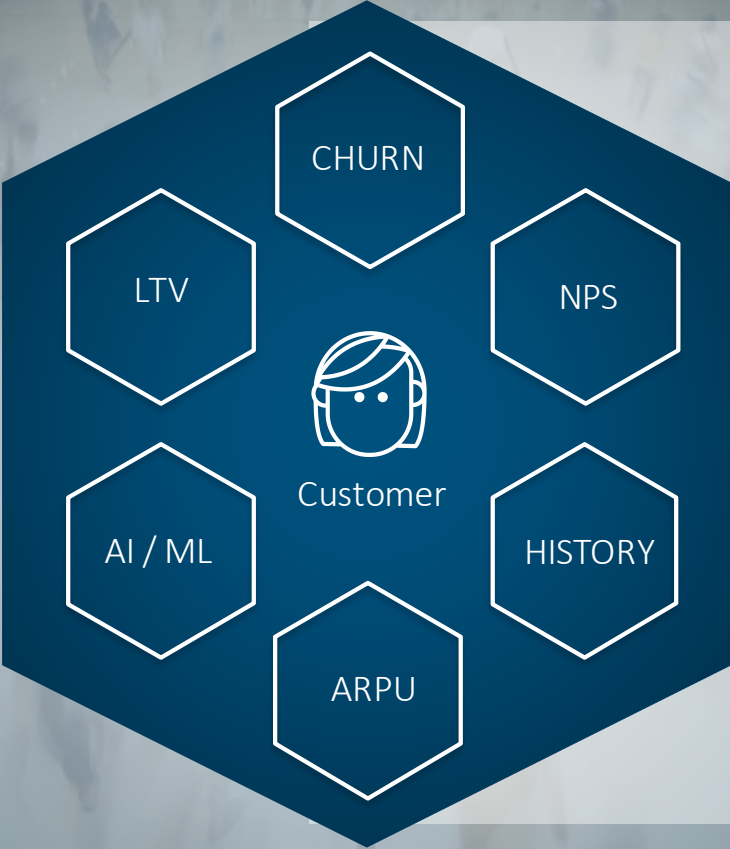
CHANNELS

DATA

ACTIONS

CONTENT





INSIGHTS

CHANNELS

RULES

DATA

ACTIONS

CONTENT



Real-Time
Customer Experience





Real-Time
Customer Experience



Increase Revenue



Decrease Churn



Improve Customer
Experience



Demonstration

Real-time Customer Experience



WHY SAS?

Offer acceptance rate increased to

30%



Delivering next best offers across all sales channels, backed by a model factory of

70+ Models



+11%

 Increase in revenue

A multinational telecom company's campaign process has gone from

3 months
to
10 days



with automated processes and real-time data

Recognition by **Leading analysts firms:**



Leaders in domains **Analytics, Campaign Management, Real-time Interaction Mgt.** and many more

50,000
Campaigns
per Month



5
Campaigns
per Month

**On-Premise
Software as a Service
Results as a Service**



Thank you

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