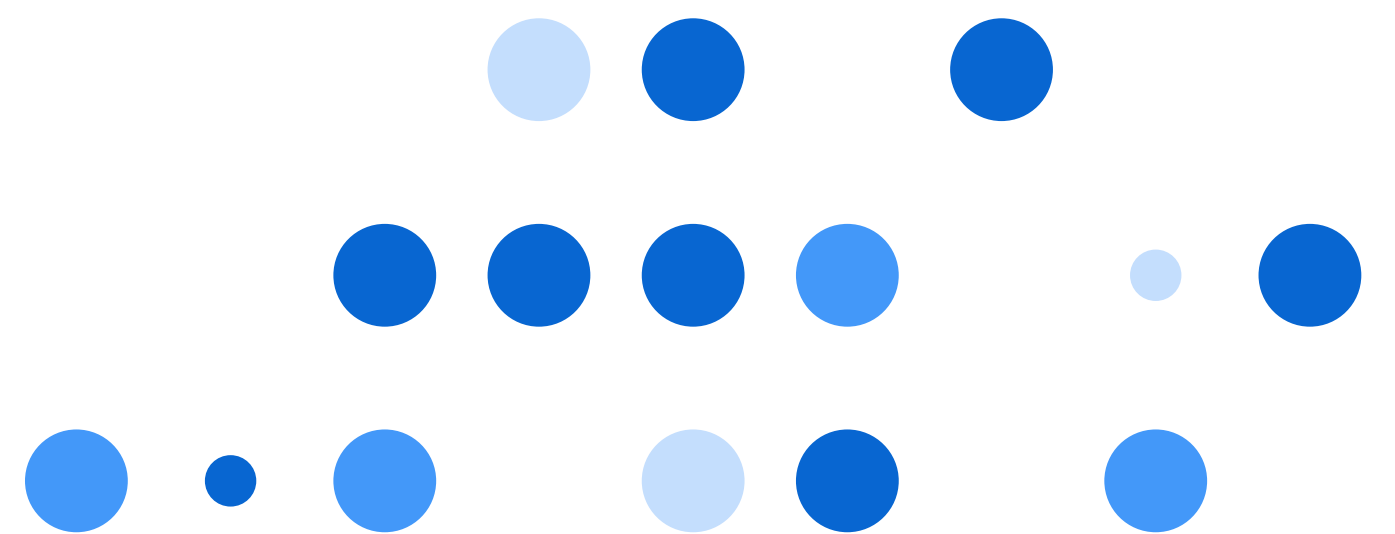
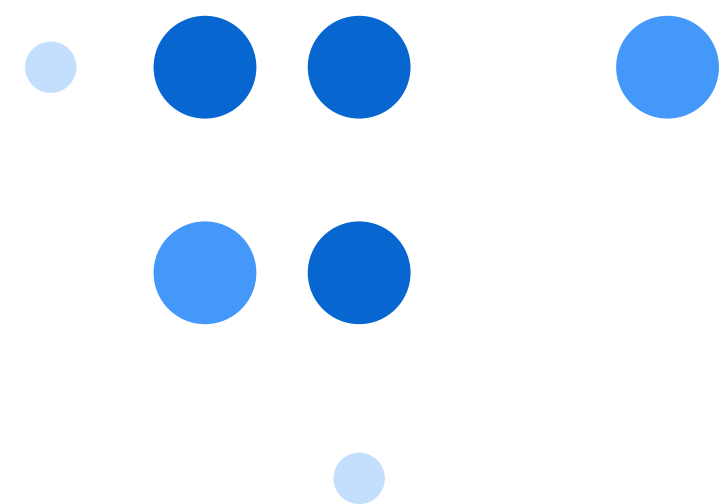


The secrets of delivering exceptional customer experience



articles



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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:

Activate – seamlessly extend, enhance and activate customer data with an embedded customer data platform (CDP).

Plan – accelerate, automate and streamline marketing planning activities.

Orchestrate – 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.

02

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.

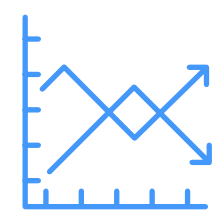
You can use customer intelligence to grow your base, build customer value, boost returns and improve efficiency – and it's all enabled by analytics.

Only analytics can help you understand and optimize marketing performance, including specifics like channel attribution. So instead

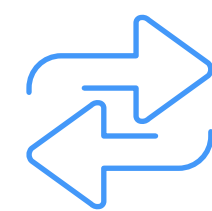
of measuring past performance, you can review and implement changes to campaigns as they progress.

Do marketers believe in the power of analytics?

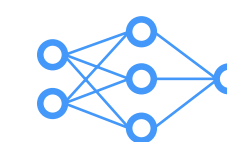
The answer is a resounding yes. In a [CMO Council survey](#) of more than 1,000 marketing leaders, 65% said they are investing in marketing analytics, AI and ML. An additional 47% are investing in a customer data platform technology. The survey also found that these are four of the top ways marketers are using AI to gain a competitive advantage:



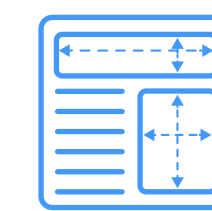
1. Predict customer behavior and needs



2. Uncover frequent customer journeys



3. Omnichannel messaging



4. Personalization, customized content

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.



03 Beautiful customer experiences begin with analytics

Ulta Beauty delivers personalized offers and comprehensive customer journeys with SAS

As [Ulta Beauty](#) grew into an enterprise brand, its volume of data increased exponentially. In addition to its ever-growing loyalty program, the company also has an in-store credit card program, email and SMS lists, as well as robust marketing programs. As a result, Ulta Beauty manages an astounding amount of first-party data.

The flood of data quickly created a new set of challenges. Scattered data silos slowed marketing campaign design and execution times, reducing team efficacy across the organization. Most importantly, Ulta Beauty's customer engagement leaders were missing opportunities to delight guests with personalized marketing due to data latency.

"Before SAS came into the picture, our challenge was to create a technology stack ecosystem that could complement or couple data analytics with campaign activation," says Kelly Mahoney, Senior Vice President of Customer and Growth Marketing for Ulta Beauty. "Personalization is the key to unlocking our future success, and to do this well means we need to apply data and decisioning alongside campaign activation."

Creating a single environment where Ulta Beauty marketers can access all of the company's insights in one place would allow for agile decision making and better return on investment.

"SAS was the perfect partner to meet our challenges," Mahoney says. "As a leader in analytics, SAS knew how to infuse our data into the customer journey. Today, we're able to leverage analytics and our campaign activation-to-decision messages that reach our guests in almost real time."

"Being able to activate data in SAS Customer Intelligence 360 while applying AI and machine learning techniques, such as customer journey optimization, allows us to continue as customer engagement leaders. It's truly an exciting time."

[Melissa Berscheid](#), Senior Director of Member Marketing and Technology, [Ulta Beauty](#)



MEANINGFUL RESULTS

95% sales penetration

\$6 billion in annual revenue

04

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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Nicole Cockayne, Director of Strategy and Operations, [Black Dog Institute](#)



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 a platform that captures behavioral information throughout the customer experience and a multichannel 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.

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.

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.

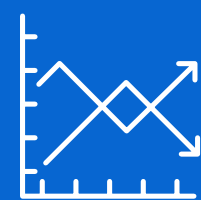
“SAS Customer Intelligence 360 has been a real ‘wow’ experience, but just as important, SAS has shown respect for our reality. For example, that the direct sales process is integrated into the platform. This has been a real differentiating factor compared to other vendors. And the fact that analytics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



MEANINGFUL RESULTS



Real-time intelligent decision making



Direct sales process integrated into the platform

“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.”

Sanne Thomns, Omnichannel Manager, Topdanmark

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

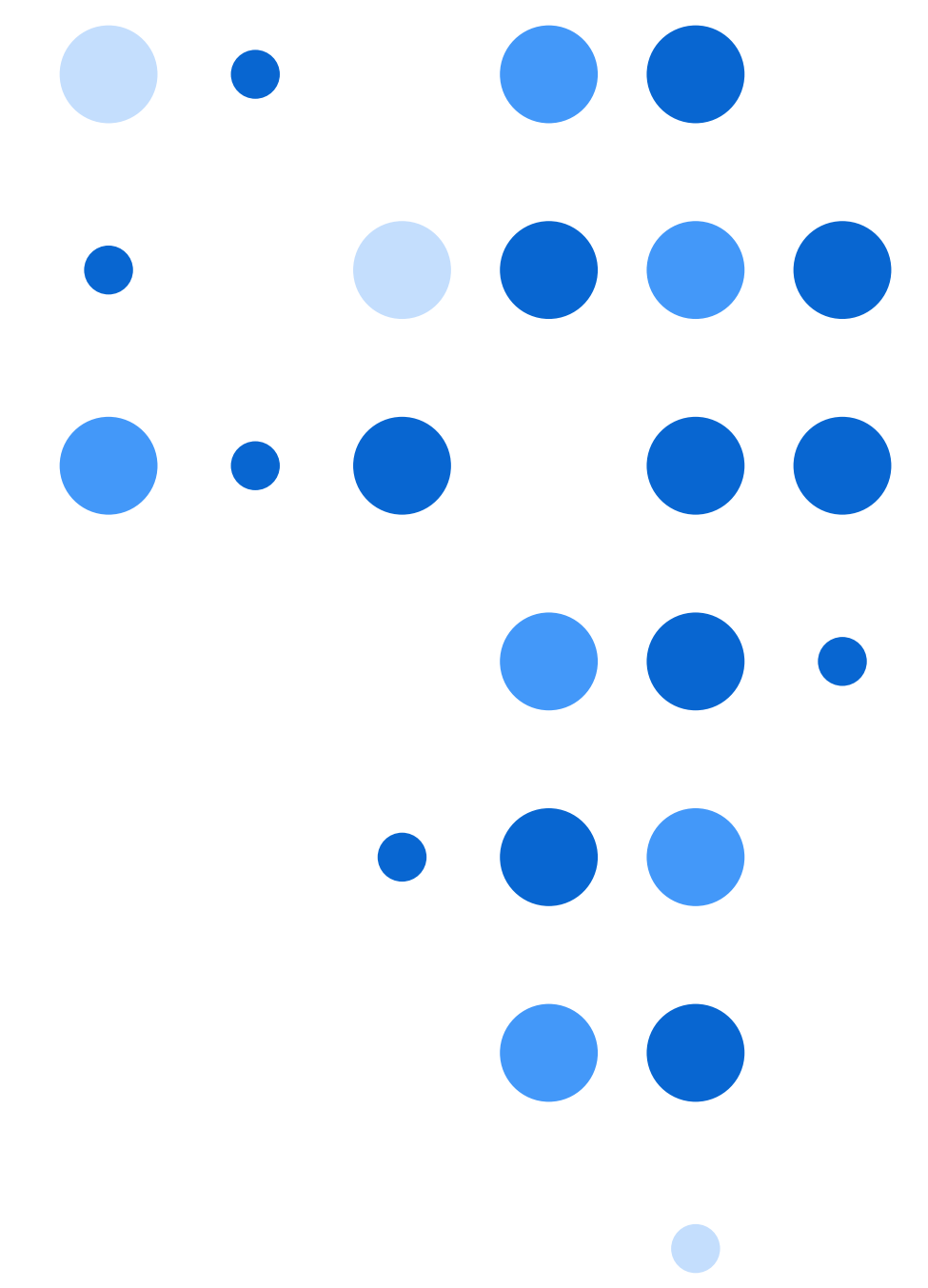
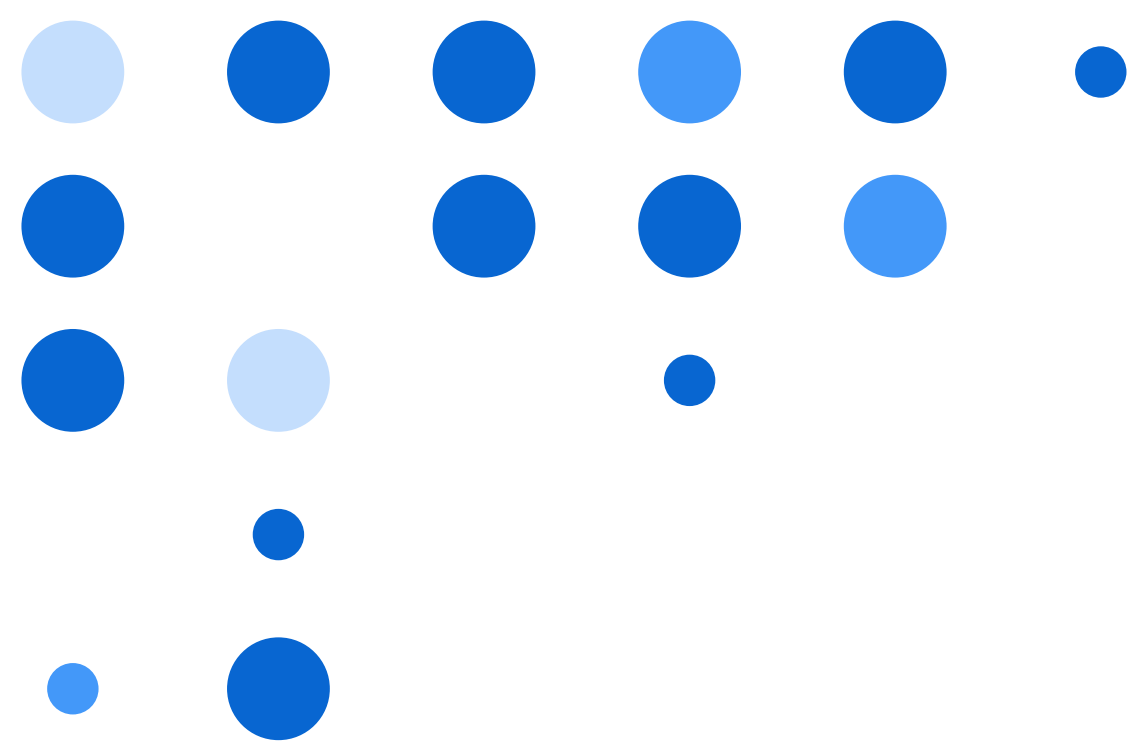
Viking Europe does a lot of traditional push marketing, with an increasing focus on life cycle marketing based on ordering behavior and personal preferences. At the same time, its data processes and systems were its biggest challenge. How could the Viking Europe teams make sure

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.





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.

Data is now leading the way on what the marketing teams should be doing and is at the center of the organization’s customer experience.

MEANINGFUL RESULTS



20% reduction in print spending

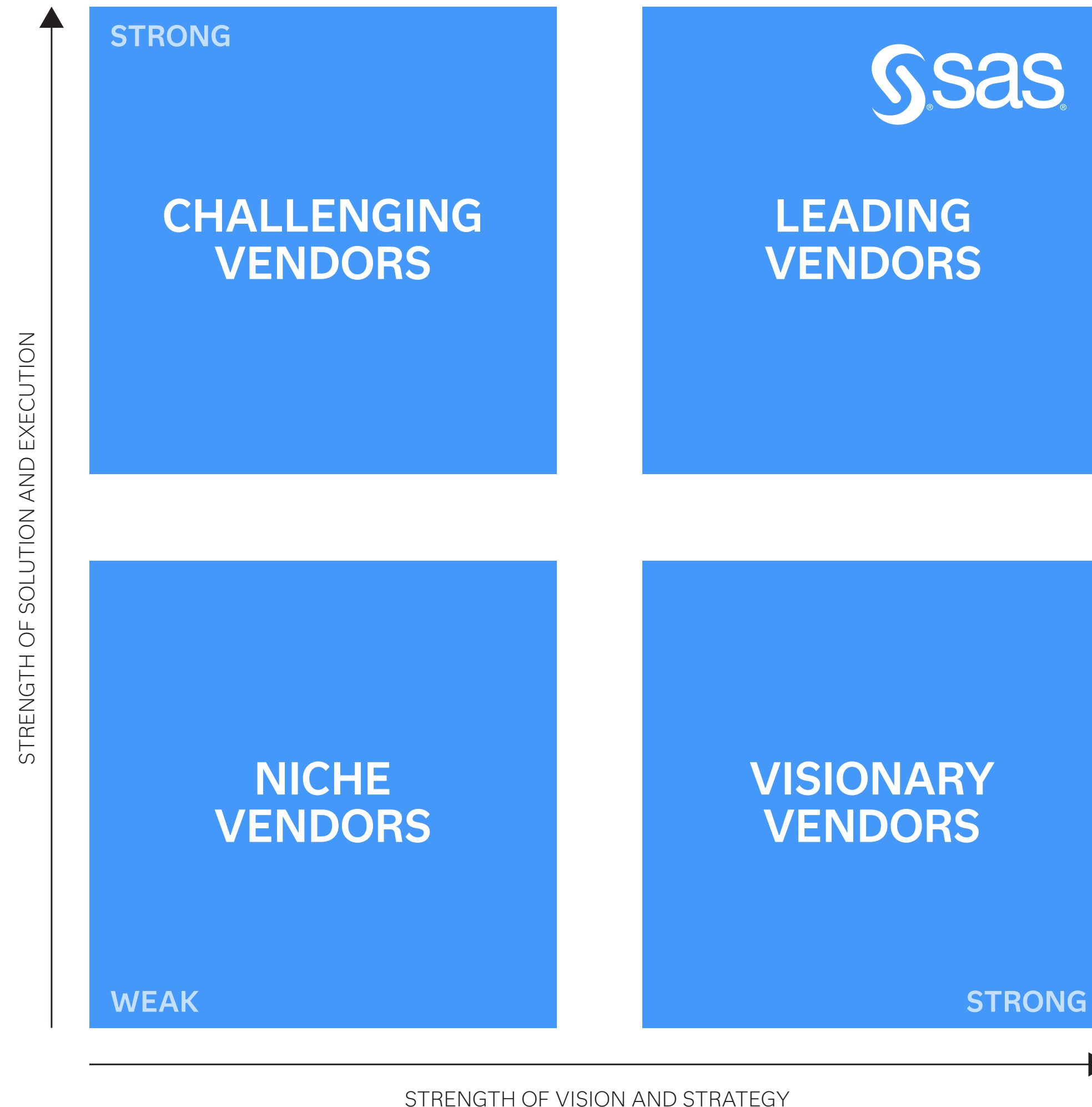
07

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 are saying about SAS Customer Intelligence 360.](#)



SAS is a Leader in:

- AI Decisioning Platforms
- Cross-Channel Marketing Hubs
- Customer Analytics Technologies
- Digital Intelligence Platforms
- Real-Time Interaction Management



To learn more, please visit sas.com/marketing



To contact your local SAS office, please visit: sas.com/offices