ABSTRACT

Strategic initiatives to increase customer value and loyalty require companies to make better decisions about the customer. These decisions need to be made in the correct context of customer interactions and preferences, and must be consistent across channels and interactions. Finally, the decisions must be made quickly in interactive channels such as the Web and the call center while the customer is engaged and is most likely to be interested in offers and recommendations. SAS® is developing new real-time decision support capabilities for its SAS® Customer Intelligence solution. This presentation will provide a preview of these capabilities, and how they will provide SAS users with the ability to make real-time decisions that are valuable both for the customer and the company.

No paper was submitted for publication.

CONTACT INFORMATION

Andy Bober
SAS Institute Inc.
andy.bober@sas.com

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. © indicates USA registration.

Other brand and product names are trademarks of their respective companies.