

Paper 006-29

Predicting Customer Future Purchase Patterns with Confidence

Randy Betancourt, SAS Institute Inc.

ABSTRACT

All organizations typically focus on three key customer strategies: 1) acquiring new customers, 2) cross- and up-selling to their customers, and 3) keeping or retaining their best customers. The key to all three strategies is gaining an accurate understanding of each customer, and leveraging this customer intelligence in all interactions with that customer. This session will discuss how technology can help an organization create true customer insight, and how this intelligence can be used to drive effective, timely, and profitable marketing strategies. Throughout the session, the audience will hear relevant case studies and success stories of SAS clients building strong and lasting customer relationships, improving their marketing effectiveness, and boosting the bottom line.

NOTE

At the time of publication, no paper had been received. Please contact the author.

CONTACT INFORMATION

Randy Betancourt
SAS Institute Inc.
Randy.betancourt@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.