

aws marketplace

SAS Customer Intelligence 360

Reviews, tips, and advice from real users



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Product Recap

sas

SAS Customer Intelligence 360

SAS Customer Intelligence 360 Recap

SAS Customer Intelligence 360 provides advanced analytics and marketing automation to deliver personalized customer experiences. It integrates data and insights, allowing businesses to connect with their customers effectively and drive growth.

This comprehensive solution offers analytics-driven marketing, enabling companies to craft targeted campaigns with precision. By leveraging unified data across channels, SAS Customer Intelligence 360 optimizes customer interactions for improved engagement and loyalty. Its cloud-based architecture supports swift deployment and scalability, ensuring that marketing teams have the flexibility to adapt to changing market conditions.

What are the key features?

- **Unified Data Management:** Integrates all customer data for a holistic view of interactions and preferences.
- **Advanced Analytics:** Utilizes predictive and descriptive analytics for targeted marketing strategies.
- **Omnichannel Marketing:** Allows seamless communication across multiple channels.
- **Real-Time Interactions:** Facilitates immediate engagement with customers using real-time data processing.
- **Scalability:** Supports business growth with cloud-based technology.

What benefits and ROI can be expected?

- **Increased Engagement:** More personalized customer interactions enhance engagement.
- **Improved Campaign Efficiency:** Data-driven strategies reduce campaign costs and increase effectiveness.
- **Loyalty Enhancements:** Better understanding of customer patterns drives loyalty.
- **Scalable Solutions:** Adaptable features and cloud support facilitate growth.

Industries like retail, finance, and telecommunications implement SAS Customer Intelligence 360 to streamline their marketing efforts and fine-tune strategies according to specific industry needs. Retailers can personalize shopping experiences, banks can drive personalized financial advisory services, and telecoms can optimize customer journeys for improved retention. This adaptability makes it a versatile tool for targeted industry applications.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “SAS Customer Intelligence 360 has positively impacted my organization very well, as times have been reduced and the number of acquired customers who want personal loans has increased.”



Verified user

Project Manager at a manufacturing company with 11-50 employees

- ✓ “I have seen measurable improvements since using SAS Customer Intelligence 360, as customer engagement rates increased by around 15 to 20 percent and conversion rates improved by approximately 10 to 15 percent for targeted campaigns.”



Verified user

Salesforce Developer at a consultancy with 1-10 employees

- ✓ “SAS Customer Intelligence 360 has positively impacted my organization by improving time efficiency and also helping me, as a founder, to track what is going on with the clients, which I think was something important.”



Verified user

Director and Marketing Consultant at a non-tech company with 1-10 employees

What users had to say about valuable features:

“The best features offered by SAS Customer Intelligence 360 are the automatic actions that are generated in real time without manual intervention.


“Since there is no need to intervene manually with SAS Customer Intelligence 360, those actions are generated automatically, which increases the number of actions in a day and the acquisition of customers.

“SAS Customer Intelligence 360 has positively impacted my organization very well, as times have been reduced and the number of acquired customers who want personal loans has increased.

“The specific data about the reduction in times and the increase in customer acquisition since I implemented SAS Customer Intelligence 360 shows that the time savings have been 40% and customer acquisition increased by 70%..”

Verified user

Project Manager at a manufacturing company with 11-50 employees

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“The best features SAS Customer Intelligence 360 offers are its enterprise-grade capabilities, which is why I recently started to use it in the last year, as it is truly enterprise-grade and we wanted to use it after we really grew, and it is also good for analytics. The AI features are working well.

“The analytics features and the AI features have helped my team and clients by allowing us to see everything on one dashboard, and the AI features are helping us save time and making us time-efficient.

“SAS Customer Intelligence 360 has positively impacted my organization by improving time efficiency and also helping me, as a founder, to track what is going on with the clients, which I think was something important.

“I have definitely seen improvements in time efficiency since using the platform, and as it is enterprise-grade, it is good for the stage we are currently at, which is helping our needs..”

Verified user

Director and Marketing Consultant at a non-tech company with 1-10 employees

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“My main use case for SAS Customer Intelligence 360 is customer engagement and personalized marketing campaigns. I use it to segment customers based on their behavior, preferences, and interactions, and then deliver targeted communications through different channels. For example, when customers interact with our website or application, I use SAS Customer Intelligence 360 to analyze their behavior and place them into relevant audience segments. Based on the segments, personalized marketing messages or offers are delivered, which helps improve customer engagement and campaign effectiveness.

The best features of SAS Customer Intelligence 360 are audience segmentation, customer journey orchestration, real-time personalization, and analytics reporting capabilities. The audience segmentation feature allows me to create highly targeted customer groups based on behavior and preferences. Customer journey orchestration helps me design and manage personalized experiences across multiple channels. I also value the real-time personalization capabilities, which enable more relevant customer interactions. Audience segmentation allows me to group customers based on their behavior, preferences, and engagement patterns, which has made my campaigns more targeted and relevant. SAS Customer Intelligence 360 helps me make data-driven decisions by providing a unified view of customer interactions across multiple channels, allowing me to better understand customer behavior and create more personalized experiences.

SAS Customer Intelligence 360 provides a very comprehensive view of customer behavior by bringing together data from multiple channels. This helps teams make more informed decisions and create more consistent customer experiences. SAS Customer Intelligence 360 has had a positive impact on my organization by helping me deliver more personalized and targeted customer experiences. Through better audience segmentation and customer journey management, I have been able to improve customer engagement and the effectiveness of my marketing campaigns.

The feature that has had the biggest impact for me is audience segmentation. It allows me to group customers based on their behavior, preferences, and engagement patterns, making my campaigns much more targeted and relevant. I

have seen measurable improvements since using SAS Customer Intelligence 360. For example, customer engagement rates increased by around 15 to 20 percent, and conversion rates improved by approximately 10 to 15 percent for targeted campaigns. I also observed better campaign ROI because audience segmentation and personalization allowed me to focus my efforts on the most relevant customer groups..”

Verified user

Salesforce Developer at a consultancy with 1-10 employees

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Other Solutions Considered

“Before adopting SAS Customer Intelligence 360, I used a combination of traditional marketing tools and reporting solutions. However, those tools did not provide the same level of customer journey orchestration, real-time personalization, and unified customer insights..”

Verified user

Salesforce Developer at a consultancy with 1-10 employees

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“I was not directly involved in the vendor evaluation and selection process, so I cannot speak in detail about all the products that were considered. However, I understand that my organization evaluated leading customer engagement and marketing platforms before selecting SAS Customer Intelligence 360..”

Verified user

Salesforce Developer at a consultancy with 1-10 employees

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ROI

Real user quotes about their ROI:

“I have seen a positive return on investment. One of the biggest benefits has been improved campaign efficiency and customer engagement. By using audience segmentation and personalized campaigns, I was able to achieve better conversion rates and reduce wasted marketing efforts..”

Verified user

Salesforce Developer at a consultancy with 1-10 employees

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“I have seen a return on investment since I started using SAS Customer Intelligence 360.

“There has been a return on investment with SAS Customer Intelligence 360 due to the time savings and the increase in customers taking out personal loans..”

Verified user

Project Manager at a manufacturing company with 11-50 employees

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Use Case

“I use SAS Customer Intelligence 360 for customer engagement and personalized marketing campaigns. I segment customers based on behavior, preferences, and interactions, delivering targeted communications through various channels. For instance, when customers interact with our website or application, I analyze their behavior using SAS Customer Intelligence 360 and categorize them into audience segments. Personalized marketing messages or offers are then delivered based on these segments, enhancing customer engagement and campaign effectiveness..”

Verified user

Salesforce Developer at a consultancy with 1-10 employees

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“My main use case for SAS Customer Intelligence 360 is orchestrating our customer data and personalization, as we are an agency.

“A specific example of how I use it for orchestrating customer data and personalization is that we have clients from different tiers that we divide them, which helps us manage the relationship with our customers and track and review the end-to-end customer journeys.

“Regarding my main use cases, I also use it to unify client data, build customer profiles, and create segments in terms of high-value clients, new clients, and lower-paying clients, so that feature is helping us to be organized internally..”

Verified user

Director and Marketing Consultant at a non-tech company with 1-10 employees

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“My main use case for SAS Customer Intelligence 360 in my organization is visualizing customers' intentions to apply for personal loans.

“With SAS Customer Intelligence 360, we can see how many times a customer visits the loans section on the website and whether they are viewing emails related to that section. Based on that data, patterns are created and an intention score is assigned.

“After all of that analysis, a task is generated for a sales executive to contact the customer..”

Verified user

Project Manager at a manufacturing company with 11-50 employees

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Customer Service and Support

“My experience with customer support has been positive overall. Our support team has been responsive and knowledgeable when addressing issues or answering questions. For critical issues, they typically provide timely assistance and work closely with me until the problem is resolved..”

Verified user

Salesforce Developer at a consultancy with 1-10 employees

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Other Advice

“I would advise you to clearly define your business objectives and customer engagement strategy before implementing SAS Customer Intelligence 360. The platform offers a wide range of capabilities, so understanding your goals will help you get the most value from it. I have provided this review a rating of 8..”

Verified user

Salesforce Developer at a consultancy with 1-10 employees

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“I would rate SAS Customer Intelligence 360 a nine on a scale from one to ten.

“I give it a nine and not a ten because of the complexity of performing tasks and the fact that the interface is not intuitive.

“My advice to other companies that are considering implementing SAS Customer Intelligence 360 is to take into account that the learning curve is high. I would rate this product a 9 out of 10..”

Verified user

Project Manager at a manufacturing company with 11-50 employees

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“I rate SAS Customer Intelligence 360 an eight out of ten.

“I chose eight out of ten because the positive parts are much more important than the negative ones in this platform, as it is helping with key areas that we need as a company growing.

“Regarding SAS Customer Intelligence 360's AI capabilities, I think its governance and security should be strong. I am not very aware of the details, but how the AI is working, it is working well.

“The accuracy and reliability of SAS Customer Intelligence 360's output are good, as I think it is an enterprise-grade platform and, therefore, it is reliable.

“My advice to others looking into using SAS Customer Intelligence 360 is that if they are growing at the moment and are looking for an enterprise-grade platform, I would definitely suggest this platform. My overall rating for SAS Customer Intelligence 360 is eight out of ten..”

Verified user

Director and Marketing Consultant at a non-tech company with 1-10 employees

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