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Know Your Customer, the Last, True Bastion in an Economic Downturn

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ABSTRACT

Do you know who your best customers are? How well do you really know them?

Many companies have difficulty understanding and connecting with their customers. Unacceptable return on marketing investment vexes organizations as they strive to interact profitably with customers.

This presentation takes the true voice of the customer, call center voice recordings, e-mail comments, text messaging comments, and so on, and shows how SAS® Operations Optimization, SAS® Text Miner, and SAS® Content Categorization capabilities can create a complete customer view to drive better decision making. Voice transcriptions and metadata related to other customer information (such as purchasing behavior, transactional history, and demographic data) help you understand not only what your customers look like, but what they think and how they react. This is extremely valuable – but often overlooked – information that provides competitive advantage in an increasingly competitive economy.

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