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Advanced Customer Intelligence: A Complete Solution for Efficient Fact-based CRM

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ABSTRACT

The paper describes the importance and huge potential of advanced customer intelligence for organizations with large customer bases like Mobile Operators, Banks, and Retail Chains. Conclusions are supported by strong examples presented at different SAS conferences in Europe.

The second part of the presentation illustrates four solutions that enable efficient fact-based CRM and optimized customer contact strategy and operations. These solutions are:

- Automated Predictive Model Production
- Automated Campaign Measurements and Tracking
- Accurate Service/Product Added Value Measurements
- Advanced and Intelligent Customer Base Reporting

No paper was submitted for publication.

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