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# SAS Marketing Automation Experience: A CRM System at the Heart of a New Customer-Oriented Approach

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## ABSTRACT

A new customer strategy was being implemented at Veikkaus, a national lottery company in Finland. Previously, there was no information about the lottery players, only numbers. How to get close to the customers you knew nothing about? How to utilize technology for a customer-oriented approach when standard business rules didn't apply? New competitors and imminent deregulation were concerns; hence, the market position was at stake. Furthermore, there are exceptional demands for marketing and communications since Veikkaus, a state monopoly, has to market its products and services extremely responsibly. This paper is about the business objectives for implementing an analytical CRM system and the technological choices Veikkaus made. Why did Veikkaus choose SAS®? What were the crucial factors? Additionally, the paper opens up Veikkaus' next steps of development and maybe most importantly, talks about the ROI after one year of using SAS® Marketing Automation and the role it now plays in understanding the customers.

**No paper was submitted for publication.**

## CONTACT INFORMATION

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