

Paper 348-2008

Innovative platform for empowering the tellers

Deniz Cengiz, TEB

ABSTRACT

Presentation:

- TEB's CRM approach and development in CRM over years
- CRM infrastructure in TEB
- SAS® Data Mart and retention project
- Using SAS in every CRM activity
- Segmentation, retention, and propensity analysis by using SAS
- Evaluating and using data mining results in campaigns, sales screens, and in our innovative platform: LCDs@Teller Desk

No paper was submitted for publication.

CONTACT INFORMATION

Deniz Cengiz
TEB
deniz.cengiz@teb.com.tr

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.