



# SAS Customer Intelligence

## Eight key benefits brought to you by SAS Customer Intelligence



- 1 It can access data collated by any existing database, file format or web service.
- 2 It enables organisations to schedule, approve, execute and monitor their omnichannel campaigns. In other words, campaign governance is integral with SAS Customer Intelligence.
- 3 Its approval system helps to reduce errors in outgoing communications.
- 4 It allows users to understand the sentiment of customer reactions and feedback, enabling your business to optimise next steps.
- 5 Users have the ability to enrich metadata by adding attachments and custom properties to document the campaign, all stored centrally.
- 6 It provides a user-friendly, point-and-click interface.
- 7 It allows users to execute campaigns driven by a regular occurrence or areas of interest.
- 8 Its built-in user groups ease the process of role assignment.

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**Data Management**  
Competency in SAS®



**Customer Intelligence**  
Specialisation in SAS®

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