

> Make Every Customer Interaction Count

Your inbound customer interactions have tremendous potential to generate sales and retain at-risk customers—especially if you can optimize decisions and provide intelligent, real-time recommendations on the best actions to take and when to take them.

SPSS Interaction Builder helps organizations maximize the value of inbound customer interactions by predicting individual customer behavior and providing real-time recommendations for acting on those predictions. Using a combination of business rules, predictive models, and other information about customers, SPSS Interaction Builder enables you to drive more profitable customer decisions during call center conversations, Web site visits, point-of-sale interactions, or ATM transactions.

Your marketers or other business users can use SPSS Interaction Builder to define how inbound interactions are handled. Using its business-focused interface, they are able to:

- Define customer contact initiatives
- Select the target audience using rules or models
- Define channels and possible actions
- Define the constraints, models, and value measurements for each type of interaction
- Combine the rules and models to determine the optimal outcomes
- Define and perform “what if” simulations so you can adjust the settings to ensure the best possible outcome

For example, you may want to adjust the types of offers that can be made to customers using your call center when call volumes are high, or adjust Web-based offers in response to external events such as a competitor’s price change. Or you may require the ability to reserve certain offers for your highest value customers. In all of these cases, you may want to make these changes quickly to avoid losing your window of opportunity. Giving business users the ability to define and manage the variables used to determine the best possible actions provides them with the flexibility to adjust as the business changes—without having to wait for IT to make time-consuming programming changes.

SPSS Interaction Builder helps you use all of your customer data—including transactional, behavioral, descriptive, and attitudinal data—for a unified view of the customer at both the modeling and inbound interaction stages. This constant flow of customer information will ensure that you generate current, compelling recommendations your customers are likely to accept.

Build profitable inbound campaigns

To optimize interactions with your customers, you need to know which action to take and when to take it.

Using SPSS Interaction Builder, you can define actions for different segments of customers. Choose the action that will deliver the maximum benefit to both customers and the company, based on the predicted response rate, impact on call center or Web site load, and other factors.

SPSS Interaction Builder uses a combination of historical data and information entered by the agent during the call itself to choose the best action. For example, if a high-value customer calls to complain about a service or enters a complaint on your Web site, and your models predict that customer is likely to leave, the information about the complaint can be used to determine the best offer to make in order to retain the customer. New data gathered during each interaction can also be collected and used to refine and enhance the models. By continuously enriching your customer profiles, you can create dynamic 1:1 interactions with every customer.

Simulate the effectiveness of real-time recommendations

The simulation phase is a critical step in the process, particularly when you are determining recommendations for high-volume or high-value, real-time customer interactions.

SPSS Interaction Builder helps you assess the expected impact of each interaction by running it against a list of recent customer interactions. This process enables you to see which actions would have been triggered for each customer, and how successful each action would have been, before you put them into production. Based on this evaluation, you can adjust variables such as customer selection groups or resource thresholds in order to increase or reduce call center load or improve revenue projections, for example.

Deploy recommendations in real time

SPSS Interaction Builder's open, Web services-enabled architecture makes it easy to integrate recommendations into front office systems such as call center applications, Web sites, or ATM terminals through an API.

When a customer calls your contact center or visits your Web site, the application processes a request for a recommended action and creates a list of potential responses. Next, it determines which of these actions are the best matches for the customer, based on maximizing profit, and runs them against the constraints, restrictions, or exclusions you selected for that type of interaction. Once the optimized action is selected, the recommendation is sent to your call center or Web site application, where it can be displayed along with information about why the recommendation was being made.

When the interaction is complete, information about the recommendation is logged so it can be matched with other customer behavior (such as purchases or other activity) to measure the effectiveness of the recommendations and enhance future predictive models.

Obtain the highest value from customer interactions

In a world of higher customer expectations and global competitive pressures, it is critical for organizations to efficiently and effectively attract, grow, and retain valuable customers. SPSS Interaction Builder makes it easy for you to get the most value out of every customer interaction and increase both bottom- and top-line revenue growth.

When you use SPSS Interaction Builder in conjunction with SPSS Inc. solutions for collecting customer feedback, you can leverage all of your data sources to gain insight, helping you turn your service centers and Web sites into new sources of revenue.



**To learn more, please visit www.spss.com.
For SPSS office locations and telephone
numbers, go to www.spss.com/worldwide.**

SPSS is a registered trademark and the other SPSS products named are trademarks of SPSS Inc. All other names are trademarks of their respective owners. © 2008 SPSS Inc. All rights reserved. SIBSINS-0808