

# The SAS® Specialists



## Amadeus helps Which? get closer to its customers

### • CHALLENGES

- Subscription-based business with multiple customer interactions
- Existing information and data infrastructure was often too inflexible to cope with change
- Data infrastructure re-engineering is a complex and highly specialised skill

### • SOLUTION

- SAS® Customer Intelligence Solution
- Amadeus Consultancy, Programming, Training and Support regarding Data Integration and SAS Business Intelligence

### • BENEFITS

- Delivers a return on investment within a year
- Enables highly targeted and relevant customer marketing
- Cuts data processing times from days to hours
- Delivers a highly flexible and scalable CRM system capable of accommodating future business change
- Creates a highly effective, trusted customer-consultancy partnership

*“The CRM system that Amadeus has helped develop has delivered real payback and benefits to the business which has more than paid back the investment we have made. We expect this project to pay for itself within 12 months which, on a project of this scale, is pretty hard to do.”*



**SHOPPING**

- Supermarket offers
- Online shopping
- Recycling gone wrong

**INVESTIGATIONS**

- How dentists treat patients
- The truth about junk mail
- Who's selling your data?



- TELEVISIONS
- LIGHT BULBS
- OVENS
- BLU-RAY PLAYERS
- CAR TYRES
- MP3 PLAYERS
- PORTABLE HEATERS
- WASHER-DRYERS



**REVEALED**

**SUPERMARKET OFFERS THAT AREN'T SO SPECIAL**

Which? says it's time to make prices clearer

### Challenges

Since it published its first magazine from a garage in East London in 1957, Which? has become the UK's most trusted and respected champion of consumer rights. Throughout its history the organisation has been a pioneer of campaigns like lead-free paint for toys and in establishing many consumer protection organisations and laws in the UK and internationally such as the Food Standards Agency and Consumers

International. Which? employs 500 staff who carry out research on behalf of its 775,000 members. Its headquarters are in London.

Traditionally, the organisation's business model has been based around subscriptions to its monthly publications and latterly to its website. But while subscriptions remain the bedrock, customers now want to access Which? information and services in different ways. In response, Which? needed to become

***“Which? wanted a partner that it could trust and one that could understand how we work and what we needed. Very quickly Amadeus struck us as people who knew what they were talking about; had integrity; and gave us the confidence that they would help us design an architecture to support the business going forward.”***

a more agile organisation offering a wide range of alternative products around its core offering of consumer advice.

But this change meant a re-appraisal of business information and data. Crispin Westhead, Head of CRM at Which? says, “If you look at our new product portfolio – things like the switching service, one-off mortgage advice – these demand a different customer relationship. Traditionally, our marketing data focused on acquiring subscription-based customers. We needed to re-engineer our data and business processes so that we could deliver the business agility the organisation needed to respond to customers more effectively, while remaining true to the Which? core values of being open, honest and ethical.”

### **Solution**

Which? had in place a SAS business intelligence application to consolidate customer information into a Data Warehouse for analysis and access for various marketing and communication activities.

But Which? felt the existing SAS infrastructure could not effectively respond to the changes Which? was facing. Equally, Which? did not have the expertise in-house to fully exploit the SAS application.

Which? brought in Amadeus – one of the UK’s leading SAS consultancies - to help re-engineer the organisation’s customer data structure to make it more customer centric rather subscription centric.

Westhead says, “I use the Forth Bridge analogy. As Which? grows we will be constantly looking to add in different aspects to the data and the neat thing about the Amadeus solution is an architecture that means all we have to worry about is where data fits not if it fits. Today’s business is magazine and on-line subscriptions and some new services, but as the organisation grows what I don’t know is what we’ll be doing in five years time and with the Amadeus solution and the new, agile architecture, that’s not a problem.”

### **Benefits**

One of the main benefits of the new CRM (customer relationship management) systems is cost savings. These have been achieved by improving the time it takes to process data, greater efficiency and being able to do much more, with the same head count. For example, some processes that had to be outsourced are now handled by Which? staff.

“Without our new data infrastructure and Amadeus’ help in developing it,

I couldn’t deliver to the business, the high-quality CRM system we have today. Re-engineering the way Which? manages customer information isn’t a one-time job, it’s an on-going process which evolves as customer and business needs change. So we see Amadeus as a partner that comes with us on this journey,” says Westhead.

The information that Which? can now extract out of its new Data Warehouse gives the organisation a much better and deeper understanding of its customers. In turn, this allows the organisation to communicate with its customers more effectively, making marketing far more relevant and personalised for its customers.

The Amadeus solution has helped significantly reduced data processing time from several days or even weeks to hours or even less. “The other day the business requested some customer information, expecting it in a week or so. We delivered it within a few minutes. Not only is the business getting the data it needs much faster, the data and business analysis team is focused on solving business problems rather than wading through masses of data,” says Westhead.



## **About Amadeus – The SAS Specialists**

Amadeus Software Limited, formed in 1989, provides Business Intelligence Solutions. We are a SAS 9 Preferred Implementation Partner for delivering SAS projects across all industries. Our outstanding reputation was won by providing first-class solutions, unrivalled technical support and clear, practical training. We are at the forefront of Business Intelligence technology and we provide solutions that meet customer objectives, reinforced by project management processes that provide quality assurance and successful delivery.