

SAS® Customer Intelligence 360 for Citizen Communication on G-Cloud

Service Definition



Gain rich analytical insights into your patient communication journeys to derive and meet the individual needs of patients across all healthcare services.

SAS® Customer Intelligence 360 for Citizen Communications on G-Cloud

Governments around the world continue to face significant challenges, with a constant need to improve benefits and services. Citizens are leaning increasingly towards a digital or mobile first strategy, while governments need to lower costs for keeping them informed.

Citizens have increasingly high expectations for their interactions with Public Sector organisations. Whether visiting your website or talking to a call centre representative, they expect to be recognised and treated consistently no matter the channel. They expect each communication point to be part of a joined-up conversation avoiding the need to keep restating requirements or repeatedly giving the same information and credentials.

SAS Customer Intelligence 360 for Citizen Communication empowers public service professionals and associated support functions by allowing users to connect siloed or disconnected citizen data in a federated model. This avoids the need to constantly move data into or out of proprietary data storage solutions and eradicates the associated charges incurred.

Once fully connected and curated, that data can be used in the Customer Intelligence 360 for Citizen Communication solution to facilitate orchestrated communication journeys across different public service and organisational structures, citizen needs and service availability. As an ecosystem platform, the solution provides users with the ability to automate different citizen journeys based on their personal communication needs matching language, content and channels to the demographic or profile of the citizen.

Customer Intelligence 360 for Citizen Communication also embraces the latest analytical capabilities, helping users to design and implement communication programs based on deep automated analytical insights – delivered as easy to understand and actionable suggestions. The analytical features extend to the latest in generative AI, used to create suggestions for communication style, language and format, through to automated generation of content. It works as a 'copilot' to the communication manager to assist them in optimising resources and effectively utilising budgets to manage costs.

Why is SAS Customer Intelligence 360 for Citizen Communication Important?

The solution enables public service organisations and associated service providers to avoid expensive and complex data transformation and curation costs. It supports delivery of clear, actionable insights about individual citizen communication needs and allows these insights to be actioned with a high degree of autonomy.

The solution provides comprehensive tracking of both non-digital and digital interactions with full identity resolution into a composable CDP. It allows users to fully leverage and integrate with existing communications platforms and solutions ensuring cost efficiencies and optimal operational effectiveness.

What does SAS Customer Intelligence for Citizen Communication do?

It provides a single ecosystem platform allowing users to connect different data sources together and define communication audiences. It allows users to define a range of analytically supported and validated citizen journeys with both bulk and triggered communication tasks, which ensures that any citizen receives relevant and timely information as they require it – in all the correct channels – in a managed and staged way, often simultaneously.

The solution provides advisory input to communication managers based on analytically driven actionable insights and utilises the latest techniques in generative AI to support messaging recommendations, content generation and copilot style operational support.



For whom is SAS Customer Intelligence 360 for Citizen Communication designed?

The solution is designed for any public body or associated organisation that engages with or supports citizens through any public service and communications – and wants to improve the efficacy of those programs and automate cost effective communication strategies.

The Customer Intelligence 360 for Citizen Communication solution supports various target operating models with users ranging from communications and marketing managers, insight managers, data scientists and line of business managers that have a need to engage in managed communication strategies with citizens as part of their operational purview.

Benefits

- Ensuring that all communication programs support both digitally enabled and non-digital citizens through deep understanding of citizen demographics and automated identification of communication channel strategy.
- Automation of repetitive communication tasks freeing valuable resources to undertake more complex tasks and utilise resources more effectively.
- Advance modelling capabilities utilising multiple platforms (SAS, Python, R, etc.) in a managed and monitored environment ensures that the unique needs of citizens are identified, understood, and then met in a fast and effective way.
- Support of a hybrid data model and composable CDP minimises data movement thereby reducing errors and avoiding costly ingress and egress costs associated with some cloud storage.
- The ability to capture, process and interpret real-time data from citizens interacting through digital channels coupled with full decisioning support enabling dynamic communication journey orchestration.
- The ability to define unique inter or cross departmental goals and objectives providing clearer insights into which communication programs and strategies are really meeting citizen needs.
- Delivered as an always-on, software as a service solution (SaaS) meaning users will receive regular monthly updates of new capabilities and functionality with no downtime or break in service.
- Utilisation of the latest Generative AI capabilities to support the generation of communication content in an ethical and responsible way, ensuring no biased or discriminatory messages are created.
- The ability to select a communication audience from multiple different data sources without the need to move the data i.e., true data federation.
- Supplied with a comprehensive API framework and an open extensible data model providing easy integration with other tools in the IT landscape and communications portfolio of software.
- Out of the box integration with other core SAS solutions in fraud, risk, supply chain and IoT provides pre-defined triggers for communication programs and ensures exclusion of citizens who should not receive specific contacts.

Overview

SAS Customer Intelligence 360 for Citizen Communication provides:

- A full citizen communication management platform supporting audience selection, journey orchestration, and message delivery to multiple concurrent channels from different government functions in parallel.
- Composable CDP with fully integrated analytical insights supporting a federated data model with no ingress or egress charges.
- Embedded analytics supporting SAS, Python, R and more providing insights and recommendations to operational users.
- Support for all major cloud database providers (Snowflake, Google, Redshift, Azure).
- Full triggered and bulk communication orchestration tool with drag and drop build features in an easy-to-use interface.
- Support for both native (email, SMS, Web, Mobile) and connected (Facebook, WhatsApp, Google Ads, etc.) channels out of the box with a non-technical user interface to build additional connections.
- Embedded Generative AI capabilities to support content generation and copilot style user support.

- Advanced reporting and insights built in supporting Key Performance Indicators (KPIs) with user functionality to define departmental unique goals and objectives for measurement.
- Advanced Decisioning allowing users to automate complex processes which require rules, constraints, and objectives to be met.
- A full planning and workflow management capability to support all communication programs managing, budgets, resources, compliance, and effective measurement of performance such as Return on Investment (ROI) of communications programs.

Service Model

Based on agreement around your specific requirements, SAS Customer Intelligence 360 for Citizen Communication is provided as a managed Software as a Service (SaaS). This is an advantageous way to help get you started and quickly set up to work with SAS offerings that include software, hardware, and hosting services for a contracted period.

The managed SaaS offering includes the following:

- Commissioning and provisioning of the predefined hosted infrastructure, including compute, network, and storage.
- Inbuilt security and recovery features.
- Ongoing support with software administration and management.
- 99.5% uptime SLA.
- 30-minute incident response time for software availability issues.
- Data protection warranties and a documented data classification and handling process.
- Automatic patching and updates.

Our teams know how to get the most from the SAS Platform. With experience acquired across public, financial, health care and commercial sectors, they are familiar with all common regulatory compliance requirements and regulations for management of all data and specifically Personal Identifiable Information (PII) data and sensitive information.

Pricing

SAS Customer Intelligence 360 for Citizen Communication is priced in three component parts and is invoiced annually for the term of the contract.

Foundation

This is the core solution offering and contains all the operational features of the Customer intelligence 360 solution. It is priced on a fixed annual fee with no user number restrictions.

Sources

Options available for connectivity, collection and curation of various data sources that can be used to drive communications within the Customer Intelligence 360 for Citizen Communication solution.

- Audiences – connected or federated data sources from cloud data storage systems or other data provisioning solutions such as SAS VIYA
- Discover – real-time collection of digital detail about citizens across mobile and web properties.

Both options are priced on a metered SaaS offering with an overage structure.

Destinations

Options for connection to existing contracted channels for communication or provision of new channels within the Customer Intelligence 360 for Citizen Communication solution.

- Destinations – Supports delivery of targeted communications and content to native and external Customer Intelligence 360 channels.
- Destinations SMS – Supports delivery of targeted communications to a fully integrated SMS service.

Both options are priced on a metered SaaS offering with an overage structure.

Learn More

Government departments and public sector organisations, large and small, must evolve their communications strategies to meet citizens or customers where they are – with targeted, relevant information and a consistent experience across all channels. To do that, you need the world-class analytics and data management capabilities of SAS solutions.

Learn more at https://www.sas.com/en_gb/solutions/customer-intelligence/marketing.html