

> Turn Your Call Center Into a Profit Center



> Maximize the value of inbound customer calls

As a marketer, you're always looking for new ways to increase revenue from existing customers and strengthen your customer relationships. Outbound calling campaigns are a traditional approach, but it can be very difficult to reach receptive customers, and new legislative restrictions have made many customers and prospects off limits. Inbound service calls bring the customer to you, but how do you know what offer to make, and when it's appropriate to do so?

PredictiveCallCenter enables you to turn your existing service call center into a revenue generator by accurately predicting sales opportunities and retention risks.

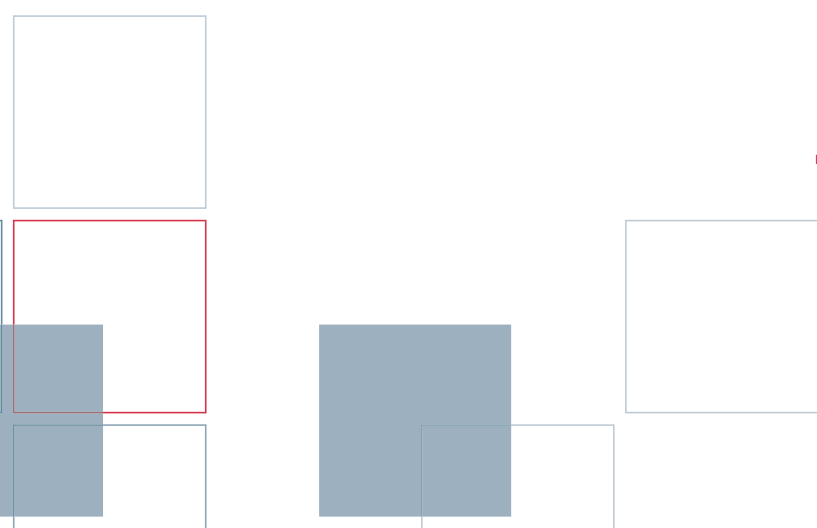
Using a proven combination of real-time predictive analytics and business rules, PredictiveCallCenter integrates with your existing call center system to instantly determine which inbound callers are the best candidates for an up-sell, cross-sell, or retention offer, and which offer to make. PredictiveCallCenter automatically provides a recommendation or suggested action on the agent's screen, along with sales arguments and other information the agent needs to close the sale. Each recommendation balances the likelihood of customer acceptance with the potential value the offer holds for the company.

By converting inbound customer service calls into actual sales, you can turn what is traditionally a cost center into an important source of revenue for your company.

Generate sales within desired call handling times

The fast-paced, high-pressure environment of the call center can make it difficult to turn a customer complaint or question into a sale, even with an instant recommendation on the screen. PredictiveCallCenter maximizes your chances of success by providing:

- **Efficiency and accuracy**—PredictiveCallCenter provides only those recommendations with the highest likelihood of acceptance by a specific customer. Agents won't risk jeopardizing their average handling time—or losing an irate customer—with poorly targeted or ill-timed offers that are not likely to result in a sale.
- **Sales support**—Agents don't have time to think of the best sales approach for each offer. In addition to providing a targeted recommendation, PredictiveCallCenter displays the likelihood of response, the reasoning behind the offer, and the sales strategies and arguments that are most likely to appeal to the individual customer.
- **Cross-channel optimization**—PredictiveCallCenter takes into account campaigns that are running across your channels, so you don't overload a caller who has already received a specific offer through a different channel. If you make an offer via your call center, PredictiveCallCenter will remove that customer from a similar campaign generated for a different channel.
- **Skill-based routing**—In order to ensure that the most qualified agent handles each call, PredictiveCallCenter determines whether individual customers are defection risks or cross-sell candidates and routes the calls to the agents most qualified to manage each situation



Provide accurate offers instantly

PredictiveCallCenter achieves high levels of recommendation accuracy through a combination of business rules, predictive analytics, and real-time technology. Business rules enable your company to incorporate marketing expertise when selecting target groups for offers, and adhere to internally and externally imposed restrictions such as opt-out lists. Predictive analytics accurately anticipate the needs, preferences, and attrition risks of individual customers.

Real-time technology enables PredictiveCallCenter to make recommendations based on the most up-to-date customer data available, including information from other channels, back office systems, and information entered by the agent during the call itself. This increases the quality and relevance of the predictions and incorporates up-to-the-minute updates. For example, if a customer calls with a complaint, and this information combined with his historical information suggests a likelihood to defect, PredictiveCallCenter will recommend a retention offer on the spot.

Optimize the entire customer interaction process

SPSS offers a range of predictive analytic applications that automate and optimize your entire customer interaction process, from marketing to sales and services. SPSS predictive analytic applications integrate across channels and processes to predict and effectively respond to customer needs, preferences, and behaviors. By implementing predictive analytics in your inbound and outbound call centers, direct mail operations, and Web site, you see immediate improvements in customer response and satisfaction, and increased revenues across these channels. SPSS predictive analytic applications leverage your existing databases, systems, and processes to deliver results quickly and generate measurable business value.

Contact an SPSS representative today to find out more about PredictiveCallCenter and the SPSS predictive analytic applications.

Seamless integration and full process support

PredictiveCallCenter integrates quickly with your existing call center system to provide complete, automated support and recommendations without the need for additional databases.

- Campaign creation—Marketers use PredictiveCallCenter to create cross-sell and retention campaigns using business rules and behind-the-scenes predictive analytics
- Campaign validation and assessment—PredictiveCallCenter displays the impact of each campaign on the call center load and on expected sales
- Campaign execution—As soon as a customer is identified in the call center, transaction details are scored in real time to help determine which offer represents the highest value for the company and offers the greatest likelihood of acceptance by the customer. PredictiveCallCenter instantly analyzes this information and recommends the best action or offer to the agent.
- Campaign improvement—Campaign results are fed back into PredictiveCallCenter for reporting and to improve future recommendations

“We already use PredictiveMarketing with great success. Now, thanks to PredictiveCallCenter, we can increase the value we already derive from our Siebel call center by making our clients offers that fully match their individual needs and wishes at that particular moment. We expect that using real-time scoring will lead to a considerable improvement in our sales results from telephone contact with our customers.”

— Ronald Oudendijk
Head of Customer Intelligence
ING Retail Netherlands

Case study: Spaarbeleg

Spaarbeleg, a financial services subsidiary of the AEGON Group, one of the world's largest insurance groups, has more than 1.8 million customers. The company uses a multi-channel marketing approach that includes direct mail, the Internet, and a sophisticated service call center. Since 1999, Spaarbeleg has used PredictiveCallCenter to turn inbound calls into sales opportunities.

Spaarbeleg's service call center receives approximately one million inbound calls per year. In 18 percent (180,000) of these calls, PredictiveCallCenter detected a potential cross-selling opportunity and communicated offer recommendations through pop-up windows on agents' desktops.

For one-third (60,000) of the cross-selling opportunities, the agents decided to make the offers to the customers. Agents chose not to make offers when the call center load was too high, or when the agents determined that the customers were not open to cross-sell suggestions.

When the agents made offers, 50 percent (30,000) of customers responded positively and received additional information. Of this group of customers, 75 percent converted, resulting in the sale of 22,000 products.

Results:

- Generated €30 million in additional sales through its call center in one year
- Transformed its call center from an area of expense to a profit center



About SPSS Inc.

SPSS Inc. [NASDAQ: SPSS] is the world's leading provider of predictive analytics software and solutions. The company's predictive analytics technology connects data to effective action by drawing reliable conclusions about current conditions and future events. More than 250,000

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