

# Business reporting solution matures at Saga



*Panacea's highly respected skills in consulting, implementing and supporting Business Objects' business management processes and solutions, greatly assisted the Saga Group in achieving their business objectives.*

*Some of the services on offer:*

- Initial system survey & design with recommendations
- Total project management
- Seamless installation
- Full system test before roll-out
- Certified Business Objects Partnership.

Saga have always maintained a philosophy of good service and value which has established a level of trust amongst their customers and been the envy of their competitors.

Building on this, Saga looked at ways to make full use of customer information in the detail generated from their marketing activities as well as how to deliver a comprehensive insight into the business in terms of efficiency across all product lines to enable effective management decisions to be made.

Saga also needed to increase customer awareness internally by analysing purchasing patterns and habits to explore and maximise cross-sell opportunities and market their product sets across the group in a controlled and effective way. Panacea has subsequently worked closely with Saga to meet these objectives.

SAGA

CASE STUDY

**“ I have always set ambitious targets for the project teams both internally and externally and by working with us and listening to our requirements in detail, Panacea have helped us to fulfil the majority of our expectations in a professional and timely way. ”**

**Emma Reid, Head of Customer Information, Saga**



### **The Saga Group**

Founded in 1951, Saga has grown to a £300m diversified service provider that includes travel, insurance, financial services, savings and investments, home shopping, and new media - including a strong Web presence and radio stations broadcasting digitally and on 105.7FM in the West Midlands.

Based on a bright idea to target the mature customer market via direct methods, Saga now have a market leading brand and an established reputation.

Direct marketing has therefore been key to building and maintaining customer relationships and Saga are working hard on the 'detail' to increase their market share.

With a growing marketplace and the population over the age of 50 expected to reach 25 million by 2021, Saga are looking to reach the market in a structured, professional and cost effective way.

### **The solution**

Saga's business objectives for improved customer understanding, relationship management and strategic analysis, needed to differentiate themselves further, were met by a Business Objects reporting solution and Set Analyser solutions implemented right across the Group.

### **Working together**

Saga and Panacea worked closely together to meet the objectives and timescales of the Saga projects.

A pilot phase implementation process was adopted to ensure the solution was incorporated into the existing environment successfully while Panacea arranged Business Objects consultancy and training at both a technical and business user level to meet one of Saga's initial requirements.

### **The future**

Saga is continuing to invest in customer-focused business solutions to ensure they retain their distinct competitive advantage in an increasingly competitive marketplace.

**“Currently, we plan to continue the growth in use of this software throughout the organisation”.**

**Saga Group**

*As a broad-based IT solutions provider with lifetime support services, Panacea would be pleased to provide detailed recommendations for all types of business management projects and implementations.*



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