

OBJECTIVE: Enhance Insight Into Customer Experience

CHALLENGE

A leading ISP was losing thousands of customers every month, prompting them to launch an aggressive retention campaign. However, customer defection continued to rise and speculation about the cause was based only on anecdotal evidence and a very small sampling of customer calls.

SOLUTION

The company suspected that poor service was contributing to the loss of customers. They needed to understand the drivers of calls into the contact center in order to analyze how each type of call was handled. The first step was creating a comprehensive customer intentions inventory based on the real interactions that took place between the agent and the customer. Next, the company evaluated agent performance at the intention level by assessing: call volume, AHT (average handle time), FCR (first call resolution), transfer rates, customer satisfaction, etc. The goal was to use speech analytics to quickly find the key factors causing customer churn by classifying and analyzing all of their customer calls, not random samples.

RESULTS

Using Nexidia, the ISP first identified calls where caller intent indicated a cancellation threat. These calls were then analyzed for the presence of retention offers and whether they were successful or not. After analysis the results indicated the following:

- Of the ten retention offers at the agents' disposal, a simple combination of two of these offers was significantly more successful than the others.
- Agent proficiency in positioning these offers varied widely. Effective agents and those who needed further training were identified.
- By continuing only those offers with the highest retention success rate, they found that they could significantly reduce the money spent on marketing overhead.
- By allowing agents to stay on certain calls for 20% longer, they were able to successfully increase their rate of customer retention.

When the assessment was completed, it was determined that the potential ROI for this company was several million annually just for eliminating repeat calls and more than \$2 million for increased efficiencies in better servicing customer calls. The ISP evaluated the results and weighed the likely ROI, eventually making several changes to their retention program and agent training.



NEXIDIA ANALYZES SUCCESS OF RETENTION OFFERS

- increase agent proficiency of offers
- allow agents to stay on key calls longer



ISP IDENTIFIED POTENTIAL MULTI-MILLION DOLLAR SAVINGS