

Case Study

Using Analytics to Improve Customer Retention



The Problem

- Increase save rate in the contact centre
- Reduce customer churn
- Improve the agents' soft skills to help retain customers when the customer requests to leave
- Identify the behaviours of top performers

The Solution

- Using language to identify a high volume of calls where a customer expresses a wish to leave an organisation, for example, "I want to close my account", "I wish to cancel"
- Measure agent attempts to save the customer using the retention toolkit components
- Create a retention effort metric (*number of retention toolkit components used in a call*)
- Daily reporting of the retention effort metrics to keep agents focused on their retention activity

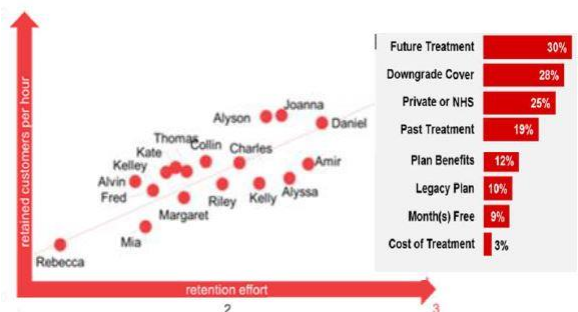
Return on Investment

Significant increase in retained customers, considerably ahead of expectations.

Higher levels of employee engagement from receiving more targeted coaching

The Results

- In this healthcare provider example, analytics tracked which retention toolkit components were being used and how the usage had a strong correlation to retained customers
- The agents were trained on how to use the different components of the retention toolkit
- The retention effort was tracked and agents were coached based on their individual needs to improve save rate



Get in touch

Get in touch with our analytics experts today

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