



USING ANALYTICS TO IMPROVE CUSTOMER RETENTION

PROBLEM

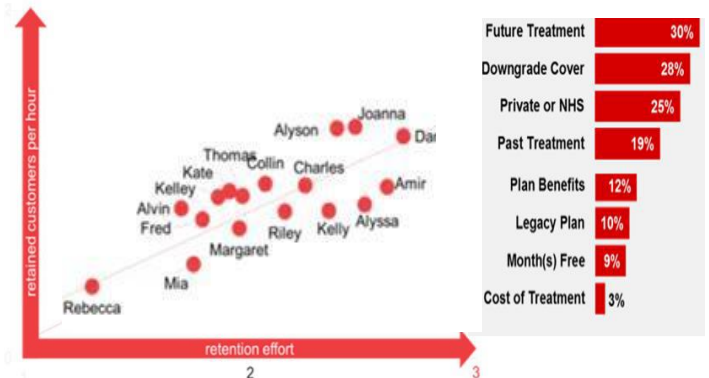
- Increase save rate in the contact centre
- Reduce customer churn
- Improve the agents' soft skills to help
- retain customers when the customer requests to leave
- Identify the behaviors of top performers

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

FINDINGS

- 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 individual needs to improve save rereention effort was tracked and agents were coached based on their



RETURN ON INVESTMENT

Significant increase in retained customers, considerably ahead of expectations
Higher levels of employee engagement from receiving more targeted coaching

We offer a swift and effective way to answer crucial questions and discover hidden trends and patterns – providing actionable insights that relate purely to your business. Trust our skilled experts to help you understand what better looks like for your business.

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