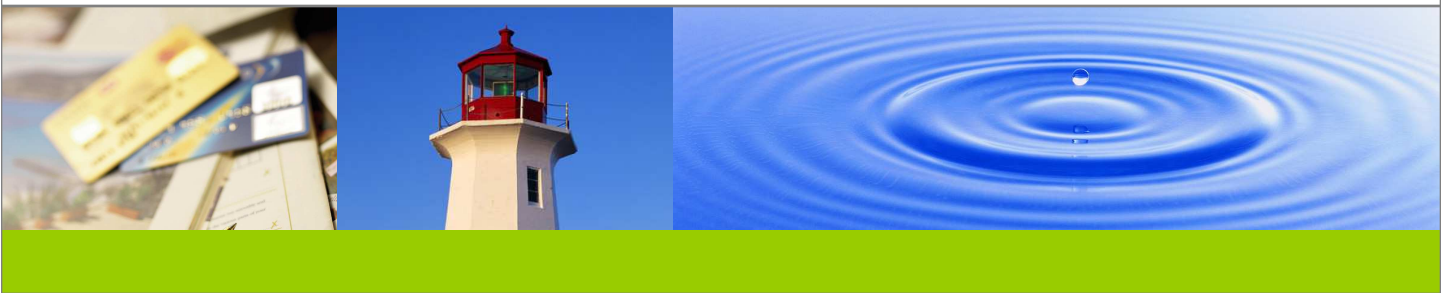


OVERVIEW

Organisations are continually looking for ways to improve customer service, leverage their customer data into competitive advantage, and reduce churn. Highly competitive markets such as finance and telecom are continually looking for ways to increase loyalty and build customers for life. Being able to identify key customer concerns and trends before the competition is a primary objective of any churn management program.



THE CHALLENGE

A major Canadian telecommunications company wanted a cost effective way to survey its home phone customers, capture the pulse of customer opinion, and use this information to proactively contact customers who were identified “at risk” of switching to another phone provider.

THE SOLUTION

Neptune IVC was deployed to make outbound survey calls at strategic times in the customer lifecycle, gather information, then call back a highly targeted group of customers with an incentive offer to remain with the company.

THE RESULT

- ◆ Reduced churn 57% in the first year of the program commencement
- ◆ Surveys were able to identify customer concerns *before* they became problems
- ◆ Transfers to live agents enabled them to review the customers account history and up-sell the customer to a bundled package

CONCLUSION

Neptune IVC provided a cost effective way to contact customers quickly and allow live agents to focus on high risk accounts and other priority duties, while automating more routine or low value tasks. Neptune IVC provided an ideal balance of automation to a complex customer circumstance.