

# Reducing early churn by reaching unhappy customers better

**Issue** With 82% PC and 65% broadband penetration and more than 25 providers, the German market for Internet and telephone services is highly saturated. Thus, retaining customers by preventing churn is key for any provider.

Our client is one of Europe's leading cable operators, competing in this market beyond its traditional TV offerings. Churn among new internet & phone customers increased remarkably and thus, the client designed an automated satisfaction call. The goal is to reach every customer shortly after the service is switched on, ask him about the implementation process and give him the possibility to provide feedback.

Almost **30 percentage points increase** in call completion rate

The automated call reached >70% of these new customers, but not enough customers completed the call. But since these calls were identified as a key solution for early churn prevention, a high completion rate is obviously a key success factor to avoid early churn.

## Challenge

In cooperation with the client's Customer Life Cycle Team, a team of analysts and behavioral psychologists at Analyx optimized the calls based on in-depth analyses of historical call flow data and the identification of earlier weaknesses. Optimized features included

## Solution

- shorter calls,
- more efficient call times and answering machine detection,
- a warm routing system, which linked the customer directly to the technical service center,
- reduction of call attempts per day
- but most importantly: improved call dramaturgy based on insights from behavioral psychology.

**Impact** As a result of the above optimizations, the completion rate was increased by almost 30 percentage points. Thus, customers with technical or contractual issues, who might otherwise never have called in, can now be reached better, giving the client the chance to prevent early churn with more of its customers.

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