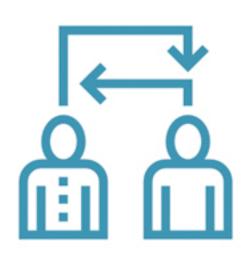


# Case Study

### Media & Entertainment Leader Improves Customer Retention with Analytics

### The Challenge

Long-time client turned to ResultsCX analytics to counteract changes in customer demand:



Shifting call drivers



Increased service cancellation requests



Client revenue impacts

## The Initiative

Focused analytics identified strategies for reducing client's cost per subscriber and improving customer save rates, including:



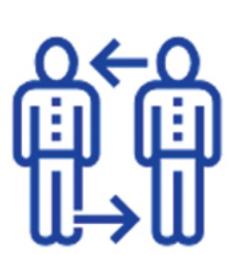
A pilot customer save-focused nesting program for new agents



Tactical plans for promoting features and benefits of higher-priced subscription packages



An enhanced nesting curriculum with continuous adjustments to maximize effectiveness



Altered agent-to-coach ratios and more call driver-specific discussions



Coaching to behaviors correlating to saves success with new agent scorecards

### The Outcome

Agents were better equipped to prevent customers from canceling their service while also increasing higher-revenue package sales.



Approximately 23,000 more customer saves from cancellation per year than the average of all all-competing contact center vendors

6%

increase in new hires' save rates

25% 💸

Reduction in new agents' speed-to-proficiency, from 12 to nine weeks

#### \$1.27 million

More in annual saved revenue than all competing contact center vendors



Adoption of our nesting program by the client as an operational standard across all contact center operations