



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 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

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