



Insight Driven Customer Retention

VIDEO TRANSCRIPT

Keeping existing customers has a positive impact on revenue. But when customers are constantly switching service providers, how can you convince your customers to stay?

A multinational telecommunications company was struggling to improve their customer retention rate for TV and broadband customers.

Through advanced analytics, and our support they zeroed in on the root cause of service cancellation

and developed a holistic retention approach using SynOps—Accenture’s human and machine operating platform that combines the power of people, technology, data and intelligence.

By upskilling retention specialists and arming them with better tools and insights, specialists have what they need to offer great customer experiences in the moments that matter—the touchpoints that decide whether a customer stays or goes.

And for the telecom provider, more customers are staying: A 12% year-on-year improvement in non-pay disconnections, resulting in the retention of more customers in 2020 than in the previous year.

That adds up to helping the company save \$3.25 million every year through retention.

Gaining deeper insights into customers, has created an intelligent customer service environment—one that takes a smart approach to customer retention.

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