

Success Story

Case Study: Revolutionizing Retention in U.S. Telecom

The Client

A global telecommunications conglomerate known for its leadership in cable television, internet services, and media content, offering a comprehensive range of communication and entertainment solutions to millions of customers worldwide.

Problem:

In the hyper-competitive U.S. telecommunications market, our client, a global industry leader, grappled with a critical challenge – retaining over 3 million subscribers in their inbound call center.

Solution: Agile and Innovative Approach



Empathy-Driven Training: Tailoring Solutions

Comprehensive training prioritized empathy, enabling agents to tailor save attempts effectively. Achieved an outstanding 90% success rate.



Coaching Program: Root Cause Identification

Implemented intensive coaching, emphasizing empathy and empowering agents to identify root causes. Surpassed aggressive save goals.



Profile Enhancement: Strategic Recruitment

Revamped recruitment aligning with retention needs, using behavioral assessments to bring in top-tier talent for dynamic customer care.



Incentive Programs: Symbiotic Motivation

Crafted strategic incentive programs, fostering a culture where customer retention became a shared success. Sustained high-performance levels.

Results: Exceeding Expectations

Empowered Agents:

Agents, intrinsically motivated, enhanced job satisfaction, and elevated customer interactions.

Customer-Centric Excellence: Loyalty Focus

Focused on creating delighted customers, fostering loyalty beyond transactions, securing customer allegiance.

Strategic Goal Attainment:

Exceeded retention targets, establishing a reputation as a reliable partner in customer satisfaction.

Enhanced Client Relationship:

Positive ripple effect on client relationship, evolving into a robust and enduring collaboration.

Phenomenal 50% Growth Surge:

Tangible evidence of success with an astounding 50% growth, showcasing the impact of the retention strategy.