

Major Wireless Provider Increases Customer Loyalty with Successful Winback Program

Using interactive customer communications, the carrier was able to reduce churn by contacting more customers before cancellation.



One of the nation's largest wireless providers uses Varolii's Winback application to help retain more customers. Interactive customer communications allowed the company to automatically contact customers who have cancelled service, present them with customized offers, and transfer interested parties directly to a customer service representative. Within weeks of implementation, the carrier drastically increased "customer saves" while reducing overall agent handle time.

The Winback Challenge

Dissatisfied with business as usual, the carrier sought a more successful winback program. Before partnering with Varolii, the wireless provider used a dialer and customer service agents to contact customers who had cancelled service or were eligible for disconnection. While agents spent their time leaving messages, dealing with wrong parties or disconnected lines, and reaching customers at inconvenient times, list penetration suffered.

At first, the company tried to use less labor intensive methods, such as sending text messages or voicemails to drive inbound customer calls for service renewals. But response rates were poor and the process simply created an increase in unpredictable and expensive inbound call volume.

Surpassing Expectations

Having tracked the success of using Varolii within other areas of the company, which included collections, surveys, and new customer welcome campaigns, the company was eager to apply the solution to customer loyalty.

"We were looking to build the efficiency and effectiveness of our outbound calling campaign," said the Manager of Account Services and Customer Retention. "And after experiencing success with Varolii's solution, we knew we would see better results."

The results surpassed the carrier's expectations. Within weeks, the company improved agent productivity and saved significantly more customers. Not only did customer saves increase by over 400%, but agent handle times, hold times, and time spent between calls were reduced 50 to 70%.

CLIENT

Major Wireless Provider

CHALLENGE

Improve customer retention by contacting more customers and gain higher agent productivity.

SOLUTION

Deployed Varolii's Winback application. The application verifies the account holder, presents a custom offer, and transfers interested customers to service agents.

RESULTS

- 416% increase in customer saves, with less agent resources assigned
- 98% of customers transferred to an agent are saved or re-contracted (vs. 10-15% before Varolii)
- 50-70% reduction in call handle times, hold times, and time spent between calls

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“Varolii helped us build efficiency and effectiveness for our outbound winback campaign. Now, I have a lot more control over the process and we’ve achieved significant results immediately.”

- *Manager of Account Services / Customer Retention*

Streamlining the Process

The Varolii Winback application calls customers with an interactive and personalized communication, verifies the account holder, presents a custom offer and screens for interest. When the customer indicates an interest in hearing the offer, the call is immediately transferred to an agent. Of calls transferred, 98% of customers are saved or recontracted – up from 10 to 15% before Varolii.

The company’s agents appreciate the new process. “Varolii really helped improve the morale and the overall feel of the program,” said the Manager of Account Services / Customer Retention. “Agents want to be part of winback because now they’re more efficient and get to talk to customers that want to talk to us.”

Reaching More Customers

The carrier found that Varolii allowed them to cost effectively interact with more customers, primarily because it required the use of fewer agents. Prior to implementation, the carrier simply couldn’t reach enough customers. Their new strategy proved highly successful.

WIN-BACK IMPROVEMENTS WITH VAROLII:

- 416% increase in customer winbacks, for less cost and with less resources
- 250% increased list penetration, while reducing 16% of agents assigned to the project
- Improved performance with Varolii applications throughout the customer lifecycle
- Improved agent morale by streamlining calling processes and customer pre-screening

ABOUT VAROLII

Varolii® provides on-demand communication software and services that enable organizations to more effectively reach and interact with their customers and employees, getting the best result from every interaction.

www.Varolii.com

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