

## Thinking Smarter Lifts Results \$1.6 Million Per Month

*Time Warner Cable wanted to improve their collections program. Varolii Predictive Analytics™ showed them how to do it.*



### Small Changes — Huge Results

Often making minor changes can bring about major results. In Time Warner Cable's case the results were huge: **\$1.6 million gain in net benefits per month**. By determining optimum entry into Varolii treatments and optimum duration of the treatments, the company was able to make a huge impact on their bottom line.

### Determining the Best Contact Strategy

For the past two years Time Warner Cable (TWC) had been using Varolii applications to automate the process of making outbound collections calls, using interactive pre-recorded and personalized messages to significantly increase reach and reduce operating costs. TWC had seen vast improvements in their collections results using Varolii: \$1.3 million in net benefits per month. Now they wanted to take it up a notch. Varolii's Predictive Analytics gave them the capability.

### Predictive Analytics — A Map for Success

By measuring the results of current automated communications methods against existing standards, Predictive Analytics can determine:

- *When* to treat
- *How long* to treat
- *Who* to treat with *which* treatment
- *How* to treat

Employing just two of the factors – when to treat and for how long – TWC discovered that segment decisioning would best determine communication variables with the highest probability of getting the 200,000 customers they phoned monthly to take action...or, to pay.

### Segment Decisioning Targets Best Audience and Scenario

Results showed a 14.6 percent lift in payments per month using Varolii Segment Decisioning. This process looks at customer response data and “segments” target audiences into common groups, allowing for targeted treatment and messaging.

Segment Decisioning can be used to evaluate an endless variety of factors, such as whether customers are being contacted too little, too much, or the right amount, and such treatment strategies as the best calling windows, most effective media (voice, email, text message, or combo), and the right “persona”, or tone and style of the message.

### CLIENT



### CHALLENGE

- Continue to improve collections performance with Varolii
- Implement a simple solution that would not require additional resources from Time Warner Cable

### SOLUTION

Run Varolii Predictive Analytics and Segment Decisioning to scientifically determine the most effective time, message and method to automatically reach out to delinquent customers and collect.

### RESULTS

- \$1.6 million in net benefit per month using Segment Decisioning over business as usual
- 14.6% or \$2.8 million a month improvement using Varolii automated notifications and analytics
- 15:1 ROI (payback on set up costs is less than two days)

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No matter how pleased a customer may be with the move to an automated system, Predictive Analytics can further improve results.

**The Outcome: Significantly More Money Collected Each Month**

With Segment Decisioning, there was a 14.6%, or \$2.8 million a month improvement over the company's collection methods previous to using Varolii. Segment Decisioning provides a better than 15:1 Return on Investment. And payback on set up costs is less than a couple of days.

In addition, in the course of the analysis, Varolii and Time Warner Cable discovered a fact that was previously unknown – that the switch to an automated collections program two years before had been producing \$1.3 million in net benefits per month over their previous operations.

**Adopting Analytics Improves Results**

Regardless of their current success, companies who adopt Predictive Analytics strategies can further improve results. Significant gains are possible from optimizing entry and duration, and with Varolii, organizations have a one-stop-shop for implementing an automated contact strategy and analytics.

**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](http://www.Varolii.com)

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