



Preventing Customer Churn with Advanced Predictive Modeling

Streamlining solutioning with data expertise



CHALLENGES

A leading satellite communications company with millions of global subscribers identified accounts likely to leave, but current interventions couldn't stop or prevent customer churn.

The percentage of accounts saved were trending in the wrong direction, and the client needed to stem the tide of silent attrition.

They were open to any recommendations—thankfully, *the client could always count on Alorica!*

SOLUTIONS

Alorica's data scientists sprang into action, and quickly discovered some critical issues—current account segmentation wasn't meaningful, account value wasn't being considered, contact strategies were ineffective—and created targeted solutions, including client profiles, custom scoring models, and optimal campaign strategies and staffing models.

The results were swift—and nothing short of spectacular.

RESULTS



57.9%

contact rate increase



44.6%

conversion rate increase



46.4%

increase in saves per hour



11.7%

increase in account value