



A leading national cable provider Customer retention with a 2:1 ROI

The Challenge

When a leading national cable provider revisited its approach to reducing subscription cancellations, it contacted InfoCision. With its reputation for leading the industry, InfoCision immediately agreed to go head-to-head in a split test and demonstrate what makes us the highest quality call center company in the world.

The Solution

At InfoCision, when we speak to a customer who wants to cancel a subscription, our goal is to not only save that subscription, but to deliver the quality of service that earns that customer's loyalty for life. We immediately devised a split-test strategy to not only retain, but in many cases up-sell current subscriptions.

When the test was over, InfoCision came out on top. By tailoring a subscription package to fit the customers' individual budget, InfoCision was able to save and up-sell an unprecedented 77 percent of the calls we handled.

The Test

Positioning

At InfoCision, we believe that a lost call is a lost opportunity. Our average service levels and abandon rates always outperform the industry standard, giving us an immediate leg up on the competition. Equipped with this advantage, we were able to handle 1,300 more calls than our competitor, which positioned us for that many more save opportunities.

	Competitor	InfoCision
Number of Calls	65,000	65,000
Calls Handled	63,050	64,350

InfoCision handled 1,300 more calls than the competitor.

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Our Communicators were also poised to work harder for each save. InfoCision implements program-specific training and skills-based call routing, which ensures that each call is handled by the Communicator with the highest aptitude. This allowed us to identify 4,414 more calls than our competitor as “savable” – even further increasing our opportunities for success.

	Competitor	InfoCision
Number of Savable	23,482	27,896
% Savable	37.2%	42.9%

InfoCision identified 4,414 more customers as “savable.”

Coupled with our industry-low abandon rate, we achieved an 8.7 percent jump on the competition before even speaking to a customer.

Performance

Other call centers may offer a lower per-minute rate, but what does that mean to your bottom line? InfoCision answered and completed calls more efficiently than our competitor, delivering more revenue to the client.

	Competitor	InfoCision
Average Wait Time	158 seconds	11 seconds
Abandon Rate	3.0%	1.0%
Average Call Time	8.5 minutes	5.9 minutes

By handling calls more efficiently, InfoCision maximized the client value of each retained customer. We saved more than 8,700 additional customers at half the cost of the competition.

	Competitor	InfoCision
Total Number of Saves	12,775	21,480
Call Center Cost Per Save	\$27.27	\$14.67

InfoCision saved 8,705 more calls than the competition for 46% less cost.

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The Return

The numbers speak for themselves. InfoCision ended long customer wait times, identified more revenue opportunities, and then converted a higher percentage of those opportunities.

	Competitor	InfoCision
Call Center Cost Per Minute	\$0.65	\$0.79
Total Value of All Saves	\$936,043.25	\$1,599,207.80
Total Call Center Cost	\$348,351.25	\$315,186.30
ROI	\$587,692.00	\$1,284,021.50

We beat the competition by such a margin that even if they provided their service for FREE, InfoCision would still deliver a higher ROI.