



## Case Study

# Retention Program Creates Customer Loyalty and Increases Sales Win Rates by 20%

**Pain Points:**

"I need a strategic partner who can retain customers and increase value."

**Industry:**

Wireless/Telecommunications

**Solutions and Products:**

Revenue Generation, Customer Retention, Account Management

Customers were  
**56%**  
more likely to upgrade  
their service plans

### Business Challenge

In the U.S., the wireless phone industry has become fiercely competitive. The marketplace has moved from numerous regional carriers to a select group of corporations fighting to keep existing customers and find new ones. As a major player in this battle, one of the nation's largest wireless providers was in need of a strategic partner to help retain their most valued customers before they were lured away by the competition.

Sales leaders at the wireless phone company were already working with an outsourced provider for customer retention efforts, but they weren't satisfied with the vendor's work. In hopes of gaining a bigger return on investment, they turned to TeleTech's proven experience with customer retention sales and churn reduction in the telecom industry.

### Solution

TeleTech provided a complete retention-focused sales solution that included professional sales associates and sophisticated technology designed to reduce customer churn. The comprehensive strategy would:

- Contact account holders during critical times in the customer life cycle
- Develop customized sales offerings for each customer
- Use automated technology to streamline processes and deliver immediate results

All the sales leaders had to do was provide a target customer contact list, and TeleTech handled the rest of the work. The contact list was loaded into a Customer Relationship Management (CRM) software system that was customized specifically for the retention program. The CRM software was integrated with a sales offer management system and an automated phone dialing system. Together, these three technologies simplified processes and enhanced productivity for the team of TeleTech sales associates.

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Immediate results triggered managers to more than double the size of the program

**Results**

Just two months after the program launch, the wireless provider was winning the fight for customer loyalty, and TeleTech was outperforming the previous vendor. Innovative technology was a key ingredient to delivering strong results and quick time-to-value. Not only did the CRM system intelligently evaluate existing customer accounts to identify sales opportunities, it displayed a customized sales offering based on its evaluation. Plus, it provided a scripted conversation model, so sales associates were primed for success. Using the automated technology, hundreds of hours of contract analysis and manual dialing were eliminated. Sales associates wasted no time, because they were immediately connected to at-risk customers with tailored sales offerings.

With TeleTech's superior technology and highly trained sales representatives, the wireless provider effectively nurtured customer relationships at key decision-making times to minimize churn and maximize profitability. The most at-risk and high-value customers were proactively contacted within four months of their contract expiration and others were contacted when they were approaching the limits of their allotted airtime. Sales associates offered contract renewal incentives, right-sized pricing plans, and used cross-sell and up-sell strategies for new equipment and service sales.

The program increased revenue, and TeleTech quickly became the preferred provider. TeleTech's sales win rates were 20 percent higher than the previous vendor, and customers contacted by TeleTech were 56 percent more likely to upgrade their service plan. These results helped the phone company extend the value of existing customers, increase profits, and recognize a higher return on investment from outsourced services.

**Conclusion**

Since partnering with TeleTech, sales leaders have expanded the TeleTech retention program for more customer loyalty and sales revenue. With a highly effective and financially beneficial customer retention strategy, the wireless provider more than doubled the size of the TeleTech program. Today, associates call twice as many customers and reach out at other critical stages in the customer life cycle.