8 Ways to Fight Customer Churn with Advanced Predictive Text Analytics

Compared to typical churn reduction solutions in the market, VOZIQ offers a unique solution to generate breakthrough customer risk intelligence and to take timely actions in mitigating the risk. Here are the 8 key advantages that VOZIQ's cloud-based solution offers over other similar solutions in the market.

1. Transactions vs Customer Interactions:

Traditional solutions rely on CRM data and transactional history of the customers to guess potential churn candidates. These solutions follow fixed set of rules with limited attributes to identify risk indicators, hence fail to get an insight on the actual customer experience. Companies trying to save such customers approach them with offers which end up being irrelevant as the customer's intent was never really understood.

VOZIQ includes customer interactions as the secret sauce to understanding customers. While customer profiling is a good start, traditional solutions ignore millions of moments of truth occurring at all customer touch points, which are truly a goldmine of customer insights that are never extracted. VOZIQ leverages call center agent notes as rich source of customer interactions and from these interactions, VOZIQ extracts intent, sentiment, and effort of the customer by using text analytics and NLP technology. Thus, companies are able to understand their customers' wants, wishes and issues at every customer lifecycle stage.

2. Static Churn Risk Scores vs Dynamic Churn Risk Tracking:

Traditional solutions evaluate risk using the transactional history of the customer. The parameters used in this model are limited to certain values from CRM data. Due to over-reliance on transactions or tenure, risk score changes only at the end of tenure or due to a billing issue.

By using interactions, VOZIQ inserts behavioral intelligence into the existing customer profile data, thus making it more dynamic in nature. Risk score also takes service issues apart from billing and tenure data into account to continuously assess customer risk. This means risk scores can be updated almost in real-time. This real-time tracking methodology helps VOZIQ in its retention efforts by addressing issues in the customer lifecycle as early as possible.

3. Simple algorithm vs Machine Learning Model

Traditional solutions have standard prediction models with limited attributes for customer risk evaluation. Because of the expected static nature of the input data, such models are not updated regularly. Accuracy of such predictions are rather low and new and upcoming trends cannot be accommodated to predict churn as customer behaviors remain unknown entities.

Each customer of VOZIQ receives a custom build predictive analytical model. Since interactions vary from company to company, no two models can have same algorithms. Also, since customer intent is one of the major attributes, these models need to be updated regularly to keep track of upcoming trends and changes in customer behaviors. This way, accuracy of the VOZIQ models always match industry standards.

4. Reactive Approach vs Proactive Approach

Traditional solutions approach to customer's situation is mostly reactive, which is responding to issues after they have happened. Such solutions are not aware of the customer intent, so, it cannot predict the customer behavior and always rely on customer actions for next steps. Hence, by the time potential risky customers are detected, they might have already decided to churn, and effectiveness of campaigns/offers or customer care interaction is low.

VOZIQ's proactive approach focuses on eliminating issues based on early trends and predictive customer intent identified through machine learning. By tracking customers' interactions daily, VOZIQ always keeps companies updated on their customer's needs, wants, and wishes. By using existing resources which includes behavioral intelligence, dynamic scoring, and intelligent IVR routing, VOZIQ helps companies in staying one step ahead of the customer.

5. Random Retention Campaign vs Targeted Retention Strategies

Traditional solutions' involvement in retention programs is limited to identifying customers with high propensity to churn. However, these solutions have low accuracy in predicting churn, and the scope of segmenting at risk customers is limited. The marketing team in such scenarios use blanket approach to reach customers through cold calling and outbound emails without targeted offers. Teams are unable to distinguish between issue scenarios and customers in irreversible scenarios like cancellation, due to military duties or relocating to other areas where the service provider has no presence, and continue receiving offers from marketers. This results in a lot of wasted efforts, time and money with little impact and low ROI.

There's a big difference between someone loyally using your service for months and one who didn't convert after a free 30-day trial. Segmenting your users into different groups based on demographics, product info, customer intent, sentiment, geography etc. can help companies to target risky customers efficiently. By extracting customer intent from the customer interactions, VOZIQ is able to predict customers who are more likely to convert and thus segregate customers based on reversible and irreversible churn scenarios. This way, marketing and customer service teams can focus all their efforts on the right targets, thereby reducing wastage of efforts and marketing retention costs.

6. Low Contact Rate vs High Contact Rate

Customers don't seriously entertain companies with their outbound efforts like cold calling and email blasts as it doesn't address their specific issue. Such techniques do not have a mechanism to listen to the customers and in most cases end up being one way communication from the companies. It is a general observation that such outbound efforts have very low response rate making the campaign highly unpredictable.

Since VOZIQ uses inbound service centers calls to reach out to at-risk customers, the chances of having a conversation with such customers is seen to increase 10x times. This technique, being real time, not only helps in listening to the customers' woes but also gives a chance for retention specialists to make personalized offers to the dissatisfied customers based on the situation. Such high contact rate is largely responsible for saving more customers.

7. Ad-Hoc Risk Management vs Strategic Risk-Aware Operations

Traditional solutions mainly focus on predicting at-risk customers. Such solution do not have the scope to measure retention performances. Front desk agents are the major touchpoints for customers, and they have the opportunity to make or break the deal. However, in traditional solutions, agent performance is not included in the scheme of things. Hence, many companies lose customers due to agent mismanagement which includes untrained agents.

VOZIQ's multi KPI platform, which is a part of retention solution heavily focuses on agent performance for retention by training front desk agents with industry best practices. Such informed agents are able to take better decisions on the go, ably assisted by technologies around them. VOZIQ helps improve agent performance to retain customers on top of predictive analytics to enhance the value of retention efforts, which in turn improves the overall customer satisfaction, thereby creating opportunities for more revenue through upselling and cross-selling.

8. Low ROI vs High ROI

With traditional churn solutions, the focus is always on reporting of at-risk customers without regard for operationalization. Once the at-risk customers are identified, the purpose of the solution is fulfilled, and there is further use cases of such solutions. Such solutions also lack strategic focus for long-term retention gains.

VOZIQ is a cloud-based application with low implementation efforts and takes less time to implement. With features like closed-loop actions for long-term retention gains and on-demand professional services, VOZIQ helps in delivering 500% ROI within the 1st year itself.