

CUSTOMER RETENTION SOLUTION

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.

Traditional Solutions

VS.

VOZIQ Solution

1 Transactions



Relies on the demographic data and transactional history of customers to guess potential churn candidates.

Interactions



Leverages customer interactions, and their interaction history, in addition to demographics and transactions, in order to understand customers' wants, wishes and needs at all stages of the customer journey.

2 Static Churn Risk Scores



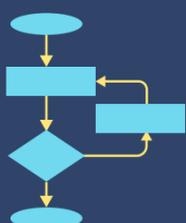
Due to reliance on transactions or tenure, risk score changes only at the end of the tenure, or due to a billing issue.

Dynamic Churn Risk Tracking



Risk score takes into account service issues other than billing and tenure data, to continuously assess customer risk. This means that risk scores can be updated almost in real-time.

3 Simple Algorithm



Consists of standard prediction models involving simple algorithms with limited attributes, and low accuracy in churn prediction.

Machine learning Model



Uses machine learning technologies to predict customer behavior trends, with frequent custom updates to the model which maintain high accuracy.

4 Reactive Approach



Generally results in late recognition of customer risk when the churn might already be irreversible.

Proactive Approach



Focuses on proactively eliminating issues based on early trends, and on identifying customer intent through machine learning.

5 Random Retention Campaign



Customer segmentation is limited. Marketers use blanket approach to reach risky customers, resulting in cost and effort wastage on irreversible scenarios like cancellation due to military duties.

Targeted Retention Strategies



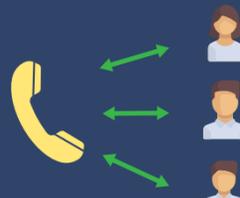
Deep customer segmentation allows marketers to design better offers, improve personalization, and focus efforts on reversible risk scenarios like dissatisfied customers.

6 Low Contact Rate



Marketers rely on outbound efforts like cold calling and email blasts for offer deliveries, with very low contact rate, making the campaign highly unpredictable.

High Contact Rate



Inbound calls from at-risk customers are automatically routed to retention experts, through intelligent IVR routing, leading to as much as 10X improvement in contact rate with at-risk customers, and more effective offer delivery.

7 Ad-hoc Risk Management



Focuses on customer risk management by trying to identify at-risk customers, and lure them with offers.

Strategic Risk-Aware Management



Focuses on creating risk-aware operations by improving quality management, agent performance, and reducing departmental silos.

8 Low ROI



Focus is on reporting of at-risk customers, without regard for operationalization. Also lacks strategic focus on long term retention gains.

High ROI



Features like cloud-based application with low implementation efforts, closed-loop actions for long term retention gains, and on-demand professional services help in delivering 500% ROI within the first year.