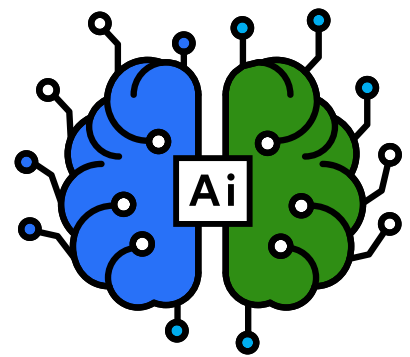


Five Customer Retention Steps To Boost Profitability

Leverage Artificial Intelligence (Ai)

Companies can leverage AI to predict complex risk patterns, customer health scores and churn propensity to proactive engage with every customer before they choose to cancel.



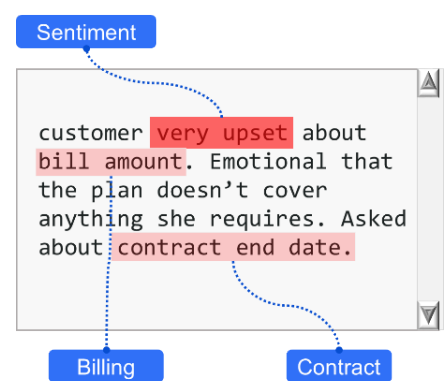
Use Multiple Prediction Models

Use multiple machine learning models to analyze churn risks from multiple angles, reveal retention opportunities and enable micro-segmentation based on multiple customer health attributes.



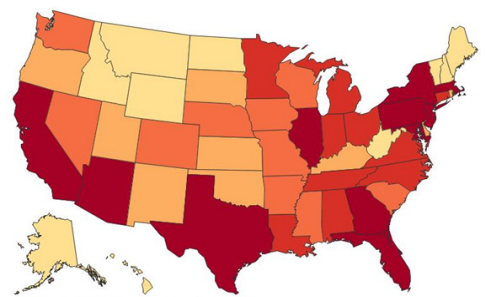
Leverage Insights from Customer Interactions

Identify addressable retention opportunities based on what customers are saying (ex. service issues, high effort) as opposed to mass reach out which is more expensive and difficult.



Implement Location-Specific Strategies

Rank your branches by predicted customer risk and arm branch heads with insights for highrisk routes, top-risk drivers and topperforming field reps to make every homevisit, interaction, etc., risk-aware.



Prescriptive Care Agent Guidance

A combination of a 360-degree view of customer health, predicted risk and next-best offers can be used to enable care agents to proactively engage with at-risk callers.

