

Predictive Modeling *Saves the Day*

Streamlining solutioning with data expertise

THE CHALLENGE

A leading satellite communications company with millions of global subscribers identified accounts likely to leave, but current interventions couldn't stop or prevent customer churn.

The percentage of accounts saved were trending in the wrong direction, and the client needed to stem the tide of silent attrition.

They were open to any recommendations—thankfully, **the client could always count on Alorica!**

THE SOLUTION

Alorica IQ's data scientists sprang into action, and quickly discovered some critical issues—current account segmentation wasn't meaningful, account value wasn't being considered, contact strategies were ineffective—and created targeted solutions, including client profiles, an optimal campaign strategy, and custom scoring and staffing models.

The results were swift—and nothing short of spectacular.

THE RESULTS



58%

contact rate increase



45%

conversion rate increase



47%

increase in saves per hour



12%

increase in account value