



## Client Case Study

Client	<i>Company X</i>
Date	2018
Sector	Communications – Retention
Campaign Size	2 Agents



## The Brief

UK Consumer Links were approached by *Company X* to run an outbound dial customer retention campaign for their Communications business; Mobile, Broadband and Landline.

*Company X* supplied their own dialler, data (Cancellation Notifications) and web portal. They also provided comprehensive Retention Training and a call flow. We worked together to develop a crib sheet that provided the Agents with all of the key scenarios they will face and several methods of handling them.

## Desired Output

*Company X* wanted to retain 50% of all customers that entered the "Cancellation Status". For example; if they had 100 notifications in one day, they wanted 50 of them to be positively retained. The Consumer Links Agents in South Africa would be working alongside a large team of UK Retention Agents, so there was a clear benchmark to the performance levels.

*Company X* didn't expect their SA Agents to beat or match the UK Agents, but they did expect them to compete in terms of Retention %.

The Key Metrics they were going to measure the campaign by were very simple:

Cancellation Notifications	100
Excellent Retention Rate %	50% +
Good Retention Rate %	45% +
Satisfactory Retention Rate %	40% +
Un-Satisfactory Retention Rate %	< 39%

## Costs

Each Retention Agent cost *Company X* £1,100

The total Monthly cost to *Company X* for Consumer Links was £2,200

## Actual Output

The Campaign was very successful and as you can see from the below metrics *Company X* now have Agents in SA competing with their UK Agents. It's important to note that the UK team is an established team of Retention Agents, all being paid in excess of £28,000 per annum (more than double the cost of the SA Agents)

As we enter the 1-year stage for this campaign, *Company X* are now looking to transition more of their UK team in to SA. This will allow their UK Retention Agents to move on to more technical roles

Month	UK Retention %	SA Retention %
April 2018	59%	41%
May 2018	58%	44%
June 2018	57%	48%
July 2018	59%	47%
Aug 2018	55%	49%
Sept 2018	53%	48%
Oct 2018	56%	56%
Nov 2018	53%	51%
Dec 2018	57%	52%
Jan 2019	52%	52%
Feb 2019	53%	49%
Average	55%	49%

## Summary

As you can see the campaign was very positive commercially and gave *Company X* confidence to expand their teams within CL.

If you would like to know more about how Consumer Links can support your business get in touch

Email: [info@consumer-links.co.uk](mailto:info@consumer-links.co.uk)

Call: Neil on 07917 823022



**UK OFFICE**

The Old School House

Manchester Road

Carrington

M31 4UG

Email: [info@consumer-links.co.uk](mailto:info@consumer-links.co.uk)