

Turbo-charging CRM to slash churn

The Challenge

The client's existing CRM programme was stale and churn across the customer base was on the rise. A fresh approach and a new CRM programme were needed to stop the rot.

The Solution

We developed an online behavioural segmentation incorporating lifestyle and demographic data as well operational datasets such as Helpdesk. This yielded a new understanding of customers and their use of products and allowed them to be grouped into meaningful and actionable segments.

Armed with this new insight, we then developed a framework around which the segmentation could be implemented. We devised a tenure-based programme that would allow specific communications to be given at key stages in the customer's lifecycle as shown below.



Breaking down the customer journey into definable chunks also allowed us to consider specific objectives for each stage, and the client used this approach to reorganise their own teams internally so that each stage would have a dedicated team.

The Results

The results of the new CRM programme and segmentation speak for themselves:

- Early life churn reduced by over 33%
- Anniversary churn reduced by 36%
- Out of contract churn reduced by 25%