

Managing a Complex National Rollout

The Challenge

Our client needed to upgrade over a million of its customers to a higher-specification product, and at late notice was faced with the problem of insufficient internal resource to perform the relevant project and data management. We were approached and asked to work side-by-side with the client's product and marketing teams on this high profile and potentially problematic programme.

The Solution

We allocated dedicated technical, project management and account handling resources to the project, and arranged for daily conference calls with the client to continually monitor the status of the project and assess any possible risks.

Customers were identified as upgrade targets dependent on a number of client-driven criteria; in particular we identified customers who were thought to be at risk of churning to go through the upgrade process first.

Targeting had to be made in conjunction with the capacity constraints of a third-party supplier. We took daily and weekly data feeds from the client and the third-party to accurately identify the customers who had been successfully upgraded, the customers who were still eligible for upgrade and the customers who were ineligible.

Throughout a 12-month period, we selected customers and sent their details to the third-party so the upgrade could be carried out, and subsequently emailed the customers informing them of the outcome of the upgrade. We also developed a bespoke Web based call-centre application so that helpdesk agents knew the upgrade status of every customer, thereby managing customer expectations and minimising levels of dissatisfaction.

The Results

By the end of the process, over 1.1m customers had been through the upgrade process, with minimal loss of service or impact on customer churn or dissatisfaction levels. Our client was delighted with how smoothly the campaign went, and recently asked us to manage another similar upgrade programme.