



Customer Win Back program for an entertainment company results in improved Customer Retention Rate

Business Impact

- ▶ A special team of win-back executives was formed by CSS to retain dissatisfied customers of the client
- ▶ Special pricing and promotional offers were made available only through the win back desk
- ▶ CSS performance with save programs has yielded 35% plus retention rate of individuals who called to cancel the service.
- ▶ Save Desk was so successful that the client quickly rolled it out to handle all deactivation calls Call tracking and loss trend analysis, helped the client receive more accurate data regarding the deactivation of services by its end-customers
- ▶ CSS also offered smart up-sell and cross-sell programs that increased revenue and further increased the save rate
- ▶ 100% win-back calls were transferred automatically to CSS

Perspective

The internet media industry, is influencing everyone — from Fortune 500 companies with locations worldwide to individuals at their desktops or other Internet-enabled devices — to create, send and receive audio, video and other multimedia services over the Internet.

Our client foresaw the need for specific solutions that could handle the creation, delivery and consumption of media via the Internet which led them to invent and release their product. The client pioneered the entire Internet media industry, and continues to fuel its exponential growth. Hundreds of millions of their product have been downloaded throughout the world and people enjoy the world-class media creation, delivery and playback technology.

The client's offerings (music, video, games, etc.) were considered as luxury and not as core necessity by their customers. As a result, the loss ratios were higher. In order to increase customer subscription ratios, the client was looking for ways to overcome customer objections and dissuade customers from deactivating their service. CSS formed a special team of win-back executives who possessed exceptional customer handling skills in addition to the product knowledge, to handle top reasons for service deactivation and also received training and regular updates on competitive offerings. Through experience CCS believes that the customer problems can be resolved at the first instance and empathizing with the customers will lead to customer satisfaction.

The Company

The client provides the universal platform for the delivery of any digital media from any point of origin across virtually any network to any person on any Internet-enabled device anywhere in the world. They continue to lead the way in delivering the highest quality Internet media experience delivering any media format, from any point of origin, across any network transport, running any OS to any person on any Internet-enabled device anywhere in the world.

Business Challenge

- ▶ Millions of customers of our client belong to every single user category that one can assume. Corporate users, Service providers, channels, SOHO, SME, personal users ranging from professionals to housewives.
- ▶ As the products and services of the client belong to the "Entertainment" category, every part of the client organization including technical support must be vibrant and entertaining. The client once said, "Life is Fun, Work is Fun & Support is Fun", meaning, the Technical Support Executive (TSE) must be an energetic and entertaining personality. To understand better, when an end customer calls for a problem like "not able to copy music files", the TSE should address the problem with high importance (which is equivalent to "my server does not boot" in an enterprise product scenario), and fix it with delight and enthusiasm, so that, even the problem resolution transaction entertains and satisfies the end customer.
- ▶ The challenge in offering technical and service support to a wide base of users is that, the TSE should be able to determine the customer nature and their technical competence instantly and provide solution in a way that best suits the audience category.
- ▶ Most technical support calls are environment specific in nature like multiple devices, bandwidths, networks, etc. The TSE should be strong in OS fundamentals, Security Software, Protocol Configuration, etc.
- ▶ This assignment requires a combination of technical abilities and problem analysis skills. The TSE should be able to understand the problem by minimal probing, identify the reason swiftly and apply the best available solution.

CSS Solutions

- ▶ CSS extends Tier 1, voice and email support to end customers in the USA region. Typical nature of calls include Customer Support and Technical Troubleshooting.

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- ▶ CSS offers Subscription Service to end customers, helping them subscribe to various offerings of our client. This has direct impact on our clients bottom-line.
- ▶ CSS has also been exceptionally successful in offering "Win back Service" wherein dissatisfied customers wanting to cancel the subscription or move to an alternative service provider are offered a worthy value proposition. The challenge lies in wining back the customers' confidence. CSS has consistently delivered best results in Win back compared to other technical support service providers whom our client engages.
- ▶ With near half million allocated voice calls and 750K email calls every year, the assignment also challenges huge spikes in call volumes. A NASCAR or an NFL weekend means three-five times increase in support requests. People motivation through a positive customer focused work culture; benefits such as incentives, ensure that the team rises the occasion. This assignment is a classic example of CSS ability to handle volume business in the consumer segment.

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