

CASE STUDY

How OnviSource empowered a US-based leading wireless service provider, **reducing subscriber attrition and increasing survey rates by 30% to improve customer satisfaction and loyalty.**



THE CHALLENGES

As one of the leading wireless service providers, this OnviSource customer was experiencing a rise in subscriber cancellations, and despite the availability of many reports, the customer did not have a clear understanding of why subscribers were cancelling, or which retention campaign could best prevent the cancellations.

With over 4,000 agents spread out over seven contact center locations and four BPOs globally, the challenge included ensuring all agents had access to the right retention campaigns and adhered to best practices.

Additionally, the service provider wanted to better understand their subscribers' satisfaction, and even the willingness to promote the service provider through customer surveys. However, this service provider was challenged with a very low volume of surveys, which was inadequate to conclude and prepare meaningful customer satisfaction programs.

COMPANY PROFILE

- **4 BPOs**
- **7 Contact Center Sites Globally**
- **Over 4,000 Agents**
- **20M Subscribers**
- **Languages:** English and Spanish
- **More than 240M minutes** analyzed yearly
- **More than 10M survey transactions** yearly

ONVISOURCE PLATFORMS

- Real-time contact center KPIs for intelligent call routing
- Customer interaction insights, trends, and predictions
- Customer surveys, VoC, and automated follow-up actions
- CX holistic views
- Customer retention and cancellation prevention
- Sales campaigns and business intelligence



solution to address **SUBSCRIBER ATTRITION**

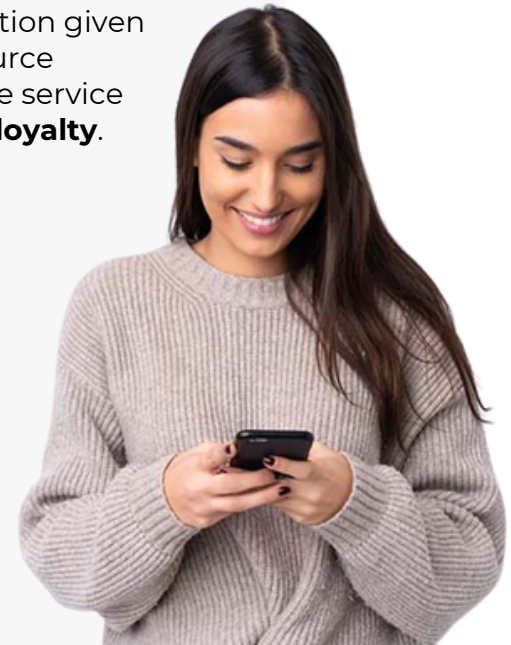
Using the power of Generative AI and Classifier AI, combined with automation, OnviSource was able to intelligently and rapidly mine data across all interactions to determine the core reasons for cancellations, as well as the most effective retention campaigns for each type of customer.

Because OnviSource had already implemented network-level Intelligent Call Routing (ICR) to **connect customers quickly** with the center and agent best suited to handle their specific inquiries **and minimize hold times**, the solution was able to proactively provide agents with the best recommendation given specific criteria, significantly **decreasing customer churn**. OnviSource advanced sentiment analysis in near real-time also empowered the service provider to address customer concerns quickly and **build greater loyalty**.

solution to address **CUSTOMER SURVEYS**

OnviSource automated survey and response management platform and advanced survey analytics solution **increased customer surveys by more than 30%**, providing the service provider with **valuable customer feedback for almost half of their division's customer base** and enabling the service provider to improve agents' performance, quality of services, and service offerings.

The intelligently automated survey solution was fully integrated with the service provider's multiple telephony platforms to conduct surveys on every subscriber call and offer the subscriber the choice of using keypad or voice. All subscribers' surveys and calls are analyzed and associated to provide a holistic view and true customer feedback.



THE RESULTS

For **more than 10 years**, OnviSource has been serving one of the leading US-based wireless companies with progressive solutions to increase customer satisfaction and loyalty, strengthen workforce performance, and intelligently automate to improve overall business productivity.

800.311.3025
info@onvisource.com
www.onvisource.com
1255 W. 15th St., Suite 800 Plano, TX 75075

