BUSINESS TODAY

The CareCloud Reduces Churn Rate and Optimized Campaign Costs for a Prominent Media and Entertainment Company in India

The Customer

The customer is one of India's largest media and entertainment companies. As a prominent player in the Direct to Home (DTH) space, the customer had multiple internal data sources, external data sources like Facebook and Twitter, near real-time data feed, as well as unstructured data like voice and text. These data sources, accessible through internet, cell phones and tablets, provided information used to analyze multiple sales KPIs and enable prediction of sales and churn.

The Business Need

The customer desired a Business Intelligence and Analytics solution that provided them with a complete view of their integrated views of sales, customer care, and campaign management. The solution had to integrate data from multiple internal and external data sources to predict market and customer behavior and provide the insights needed to make the right business decisions. The solution further had to provide an operational framework that enabled the monitoring of multiple sales campaigns, tracking the issues of customers and identifying and retaining of loyal customers.
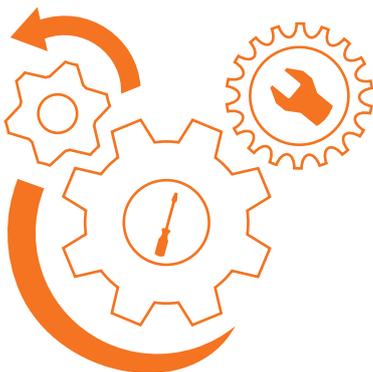
Challenges

The business faced a lack of monitoring mechanisms to track issues faced by customers. There was an absence of integrated views of sales, customer care, and campaign management. Prediction of market and customer behavior by utilizing campaign results was not available in the current operational framework.

Impact

The lack of monitoring of multiple sales campaigns via outbound calls, digital campaigns and direct sales created difficulties in identifying loyal customers and retaining them. The business was negatively affected by payment delays, churn, usage reduction, etc., which impacted the bottom line.

Resolution

Deployment of The CareCloud solution provided customized dashboards for in depth control over customer care. The pre-built customized KPIs designed for specific business requirements, provided timely and accurate data insights which enabled better business decisions, resulting in reduced customer churn.

The Solution

A comprehensive Business Intelligence and Analytics platform offering end-to-end solution and seamless integration, The CareCloud was the apt solution that the customer was seeking to address its business challenges. The solution offered a suite of superior tools to collate and deliver insights from unstructured data. Deep insights like customer choice of channel, customized packages, churn prediction, customer behavior on certain changes (price, product quality, etc.), was provided.

With built-in integration monitoring and management, The CareCloud provided connectors capable of integrating multiple data sources to access sales and customer care data as well as connectors to consume social media data and access unstructured data (voice and text). The CareCloud platform which can be configured to specific business requirements, was further customized to provide business intelligence and analytics for click-through rate, customer segment, customer loyalty index, campaign efficiency and conversion rate.

For a business that sought to continually improve customer experience, The CareCloud provided on-time data insights from omnichannel inputs, a complete view of resolved and unresolved issues creating faster resolutions, improving customer experience, and reducing customer churn.

Business Benefits/ Results

On implementing the solution, the customer was able to derive the following business benefits:

- Customized framework created a substantial reduction in customer churn rate
- Business intelligence insights resulted in elimination of poorly performing campaigns and reduced costs significantly
- Better campaign management targeted potential customers and drove an increase in customer base
- Integrated view of business at executive leadership and operations levels resulted in targeted decision making
- Management of customer feedback through social media created better customer engagement and improved brand image
- Customized plans for individual users reduced churn and increased customer base.

Get in touch with our team of experts to know how The CareCloud solution can be implemented for your business

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