



Actionable Customer Intelligence

VOZIQ'S PREDICTIVE CHURN REDUCTION SOLUTION

Apply cloud-based predictive text analytics to customer interactions to predict and address factors that lead to customer churn.

THE CUSTOMER RETENTION PUZZLE

Customer satisfaction is mysterious to companies large and small in size. They use time-tested strategies and “best practices”, collect customer data but fail to answer basic questions about customer churn- “Who are the dissatisfied customers?” and “What is driving cancellations?”

The contact center is the go-to place for customer questions, feedback, and complaints. Customers voice issues and concerns with your team. Your team documents these interactions, asks questions, and tries to address issues.

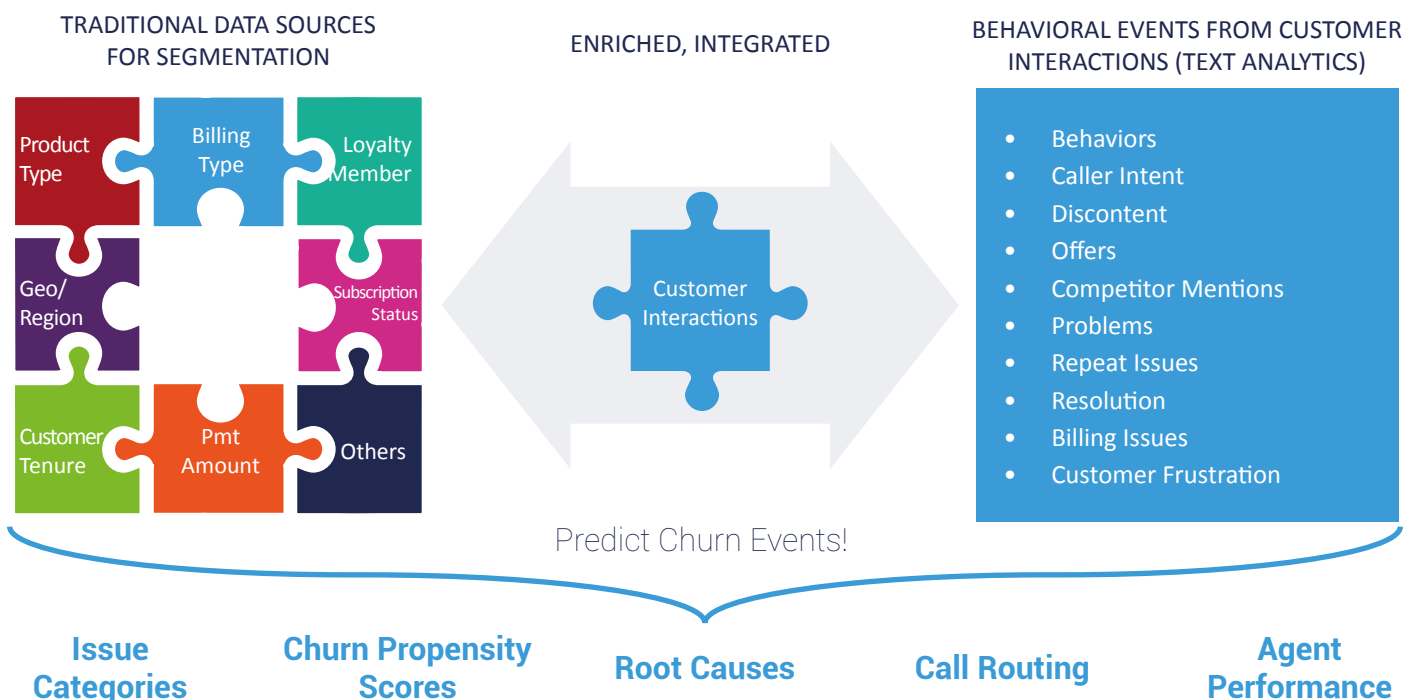
All these interactions are a treasure trove of data about the needs and wants of customers, their sentiments, behaviors, and pain points. If mined properly, these interactions reveal critical insights about satisfaction levels of individual customers and the issues that impact satisfaction the most. Companies fall short at maximizing the utility of this unstructured data, which is typically huge in volume, very dynamic, and distributed across multiple touch points in the contact center, such as IVR, agent notes, post-call surveys, call tags, and so on.

This customer interaction data is the missing piece of the churn prevention puzzle.

VOZIQ'S CLOUD-BASED TEXT ANALYTICS SOLUTION

VOZIQ's Predictive Churn Reduction Solution helps customer-facing businesses convert the contact center data into transformative insights about customer churn. The solution leverages VOZIQ's cloud-based, predictive text analytics platform to provide a unified view of customer intent, sentiments and efforts, and extrapolates this intelligence to predict the customers who are most likely to churn. The built-in APIs support service recovery actions by integrating propensity scores back into the contact channels such as IVR to auto-route the at-risk customers to agents who are skilled at offering proactive solutions to the customer pain points.

VOZIQ's cloud-based big data stack, industry-specific templates and a customer success support team ensure that your business gets an accelerated and demonstrable ROI from the predictive churn analytics solution.



Deep Customer Intelligence for Business Growth

VOZIQ'S PREDICTIVE CHURN ANALYTICS SOLUTION: DEMYSTIFY CUSTOMER RETENTION



You're already collecting customer information in the form of structured data fields, unstructured customer opinions, and agent comments from millions of customer interactions. VOZIQ's Predictive Churn Prevention Solution takes in all the existing, and new data and funnels it through predictive text analytics technology to return immediate ROI – all from existing data!

SENTIMENT DATA SOURCES AND CUSTOMER DATA INTEGRATIONS

- NPS and customer sentiment from all surveys (web surveys, email surveys, post-call IVR surveys), and call center agent notes in one place
- Significantly increase customer sentiment sample size by adding sentiment by call reason from contact center post-call agent notes
- Integrate sentiment scores with demographic and transactional customer data for segmentation
- Integrate IVR menu choices and web clickstreams to identify customer intent and customer effort

OPERATIONAL SUPPORT FOR ROI

- Action reports with prime opportunities for service recovery through outbound calling by service recovery specialists
- APIs to integrate churn propensity scores with IVRs to route calls with highest risk to special teams for effective service recovery
- Intelligence reports by customer segment to drive on-field activities, marketing campaigns, and create company-wide awareness about root causes driving customer churn

BREAKTHROUGH PREDICTIVE TEXT ANALYTICS TECHNOLOGY

- Find root causes of cancellations by leveraging multiple customer interaction data sources and Text Analytics
- Predictive churn models using expressed and inferred churn risk by using customer sentiment from agent notes, call reasons, and surveys scores
- Optimize of churn program through A/B testing of multiple models, and tracking the success of each outreach campaign

CHURN MANAGEMENT DASHBOARDS AND REPORTS

- User configurable dashboards with volume and trends of churn propensity and sentiment scores
- Out-of-the-box churn root cause reports by key issues, products, customer tenure, geo-locations, revenue groups, etc.
- Role-specific scheduled reports with weekly, monthly, and quarterly trends in churn propensity and customer satisfaction scores

VOZIQ'S MANAGED ANALYTICS SERVICE : DELIVERING ACCELERATED ROI

VOZIQ's Managed Analytics Service offers unmatched cost efficiency, delivers immediate value, and saves you the arduous task of setting up an effective analytics operation.

- **CUSTOMER SUCCESS SUPPORT:** VOZIQ's team of experienced and highly qualified analysts work as an extension of your own team, and save you from the hassles and costs of hiring and managing contact center domain experts
- **FLEXIBLE ENGAGEMENT OPTIONS:** Choose the team to be onsite, remote or at an offshore location; change the plan anytime you want and manage costs
- **CLOSED-LOOP EXECUTION:** Our teams follow proven six-sigma DMAIC process from problem definition to measurement, analysis, improvement and ongoing monitoring to ensure sustained value
- **ACCELERATED ROI:** Turn-key solutions that can be up and running in a very short span of time by leveraging your historical data for immediate insights

Proactively retain your valuable customers with unmatched cost efficiency resulting from VOZIQ's synergy of tools, expertise and processes.

JOIN OUR QUICK START PROGRAM TODAY!

VOZIQ's ready-to-go predictive churn reduction solution creates immediate value with the data you have already captured.

Jumpstart your contact center transformation today by generating actionable intelligence about the drivers of customer dissatisfaction, and the retention opportunities.

Put your customer interactions to work, and grow your business!

Contact us today!
info@voziq.com or **888-427-2328**

ABOUT VOZIQ

VOZIQ is a Washington D.C. based technology company helping enterprise contact centers mine cross-channel customer interactions to improve customer experience and contact center performance. Our managed analytics services offer benefits of synergy of cloud-based technology, proven solutions and a team of industry experts.