

A Proactive Action Plan



Saving Customers With Proven Retention Strategies

Retaining Customers – It Just Makes Good Business Sense

How much work, expense and effort goes into landing a new customer? Your marketing has to succeed, your sales team has to close the deal and your service and installation teams have to do their part. It's hard to quantify customer acquisition costs, but research shows it's up to four times as expensive to acquire a new customer

versus retaining an existing one. Once you bring a customer in the door, it's vitally important to hang on to them. That's where Realtime Results can help. Our customer retention programs provide a proven strategy for reducing customer churn and improving overall retention.

The First 120 Days Are Critical

When it comes to new video, high-speed data or phone customers what happens out of the gate makes all the difference. New customers are 65 percent more likely to cancel their service during the first 120 days of service. That's why we our retention programs leverage proactive communication with customers during this critical period.

There are a host of obstacles and pitfalls that may negatively impact a customer's experience with your company or service during the first 120 days. These include:

- **A poorly managed installation process.** Installation dates can be missed, technicians may run late, or service may not be setup correctly on the first visit.
- **New product learning curve.** Customers have to learn your service and can struggle with new channel lineups, remote or set-top navigation or any of a host of challenges.
- **Billing or invoice confusion.** Customers can be confused or frustrated by billing statements or invoices. They may not understand how promotions or pricing has been applied.
- **Changing their mind.** Customers often decide they want a different mix of options once they begin using a new service such as new channels or extra speed.



Realtime Results Retention Program: 3 Strategies That Work!

The Realtime Results retention program uses three key strategies to strengthen your relationship with the customer and reduce churn:

- 1. Show Appreciation.**
Showing customers that you value their business is key to a successful retention campaign. We give you a platform to thank your customers and build their loyalty.
- 2. Communicate Proactively.**
New customers have questions. Using our multi-touch program, we provide your customers with valued product information and address issues or concerns.
- 3. Up-Sell and Cross-Sell.**
Every customer contact gives you an opportunity to introduce new value-added services and up-sell and cross-sell services. Research shows customers who make additional purchases or bundle services exhibit increased brand loyalty.

