

Recovering Revenue:

America's Largest Cable and Home Internet Provider Recovers \$23 Million in Annual Revenue

Staying Connected

With the use of content streaming devices on the rise and a myriad of low-cost subscription services to choose from (Netflix, Hulu, etc.), “cord cutters” are leaving traditional cable providers in droves. For home cable and Internet providers, giving customers a reason to stay connected—through differentiated offerings and exceptional customer service—is more important than ever. That’s why one of the largest providers in the country—with 45 million combined cable and Internet customers—decided to take a stand, and realized a little personalized care goes a long way in customer satisfaction.

I'd Like to Speak to a Manager

InMoment collects and analyzes feedback for the leading cable and Internet provider—and also reports on feedback collected from another CX vendor. Why? The company prefers InMoment’s data integration capabilities, advanced analytics, bottom-line business perspective, and ease of distributing insights to all areas of the company.

In an attempt to limit customer churn, the company partnered with InMoment to identify at-risk customers and immediately reach out to understand the issue and retain their business. The company installed InMoment’s customer listening technology within several of its regional customer care centers to enable immediate feedback following each interaction.

Customers who give negative responses are asked if they would like to speak with a manager regarding their issues. Using real-time alerting, managers are notified of customer callback requests immediately. Three percent of all respondents request a callback, totaling 1,000 customer recovery opportunities each month (12,000 per year).

To the Rescue

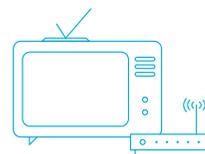
According to research by Pulitzer Prize-winning reporter, investigative journalist, and economics specialist, David Cay Johnston, the average cost of a triple-play package (phone, cable, Internet) is \$160 per month. At this rate, the average annual value of each customer is \$1,920. Using this formula, InMoment presented the company with the opportunity to recover \$23 million in annual revenue by implementing a streamlined process for identifying and rescuing dissatisfied customers.

By the Numbers

Partner Since 2006

\$23 million

IN POTENTIAL ANNUAL REVENUE IDENTIFIED



45 million

combined cable and internet customers