



Case Study Media Company

35K
CALLS

23K
EMAIL & CHAT

55
TOPICS

100%
COMPLIANT

UP TO 50%
COST SAVINGS

Client concerned with revenue growth and churn, needed a conclusive picture from thousands of interactions its contact centre was receiving each week.

London, UK (1000+ employees)

“I’m amazed by the level of detail on this platform that enables us to understand our customers”



Compliance Risk Removal

- ▶ Identified 3% of non-compliant cases



Cost Reduction

- ▶ Enabling online product renewal, reduces cost for handling calls by 9%
- ▶ Fixing **log-in issues** removes 50% of support emails
- ▶ Fixing **Direct Debit** issues cuts 40% of call volume in **Payment**

Customer Churn Reduction



Insight: Drilled down to 2 concrete competitor deals that caused customer churn



Insight: Identified concrete suggestions from clients on where to make further product enhancements to prevent churn

The Challenge

Client needed a conclusive picture from the millions of interactions its contact centre was receiving each week. They had challenges with revenue growth and churn, and wished to understand the reasons for this. They also had problematic systems that prevented accurate recording of call outcomes and analysis.

Key focus:

Increase customer sales

Learn reasons for lost opportunities and churn

Positive Outcomes

Lost Opportunities and Churn

Narrowed down reasons for customer churn to:

Two concrete competitor offers.

Problems with product distribution.

Quality of product: Concrete customer suggestions on product improvement were found and quantified.

Cost Savings

Source of customer frustration (negative calls)

23.8%

12.8%

Website Login

Payment



Further investigation discovers **40%** of payment problems caused by **direct debit** issues.

- ▶ Fixing **log-in issues** resolves **over 50%** of **support emails**
- ▶ Enabling product renewal online cuts costs of call handling by 9%.

Compliance



In addition to resolving the original challenge, our platform automatically discovered previously unknown **compliance issues**: 3% of sales calls were non-compliant as full payment details were recorded due to a combination of system error and agent error. Once identified, the issue was immediately fixed.

The Approach

1182 hours recorded calls

30 agents

23K chat and email

We analysed 1182 hours of recorded calls from a team of 30 agents (out of 90), and 23k chat and email messages and resolved the challenge with very positive outcomes.

Sentient Analytics analysed 100% of calls in huge data stream, with high accuracy and lower cost than manual methods, to determine:

Negative sentiment, potential training issues and product complaints (to be quickly isolated in real-time).

Which calls were successful, and which were unsuccessful sales or missed opportunities (with reasons).

Further opportunities for growth and minimising churn.