



Intelligent Results Drives Profitable Retention Strategies



Customers Matter

“Build it and they will come” may have worked in the Field of Dreams, or even for some companies during the tech bubble, but in today’s competitive business environment the focus of successful companies must be on what their customers need and want—not only today, but communicated every day in a dizzying stream of calls, emails, surveys and spending behavior. If you’re not carefully listening to what your customers are trying to tell you, you’re dramatically minimizing your competitive advantage. Satisfaction of customer needs, in terms of relevant products and high-quality services, will ultimately determine the success of your business.

Failure to satisfy the customer’s needs through the channel of their preference, at a time that’s convenient for them, and with a product or service they need and want, is a recipe for attrition. Given that it costs hundreds of dollars to acquire each new customer and even more to get them to profitable utilization levels, the business metrics associated with retention become even more compelling.

What Customers Do and Say is Revealing

What customers do and say is the best source of information about what they want and need from your business. Their individual and aggregate behavior indicates their priorities, needs and problems. Their priorities predict their spending behavior, their needs suggest new products and services, and their problems suggest triggers for attrition, as well as new opportunities for sales and building loyalty.

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Improving Retention with Predictive Analytics

Our client, a retail bank, used Intelligent Results' PREDIGY platform to listen to what their customers were saying, respond to what their customers were doing, and ultimately improve retention within their retail credit card operation.

Business Objectives: Understand and reduce attrition across the customer base; decide which customers could profitably be saved; and develop more accurate predictions to identify at-risk customers in time to take action.

Process: Intelligent Results analyzed text data from the bank's call center notes as well as structured account master file data. This analysis included:

- Creating a new attrition model to predict the likelihood of attrition within the next 6 months for current accounts.
- Evaluating common concerns among customers for root cause analysis of issues in service delivery.
- Deriving new customer clusters with associated characteristics from the text data.

Identify Root Causes of Attrition

Correlations among issues reveal root causes of repeat calls and attrition.

Identifying new characteristics from behavioral patterns over time.

Results: Intelligent Results' retention application delivered:

- Root cause analysis findings of two actionable issues relating to bank processes and product offerings that contributed to over 18% of the attrition.
- Additional issues the bank could not address with a retention program – deceased and fraud accounts.
- A mixed-data attrition model that provided 20% relative lift over the existing models.
- New insight into key customer cohorts that help them drive new save campaigns.

Bottom Line: Intelligent Results' more accurate predictive models delivered a 20% relative lift over their current model affecting the retention of 50,000 customers, providing an estimated \$2.5M in annual revenue to the bank.



More Profitable Retention Strategies

The bottom line is clear. Intelligent Results' comprehensive approach to predictive analytics provides the ability to create, refine and execute customized strategies to identify and address critical attrition concerns, enabling more effective and targeted retention campaigns.

Learn how Intelligent Results can create more profitable customer insights and analysis to retain your customer base. To find out more and obtain additional business cases call **425.455.5100**, email sales@intelligentresults.com or visit www.intelligentresults.com today.

Intelligent Results provides companies the ability to predict outcomes of business decisions and take actions to drive profitability. Companies in the financial services industry deploy Intelligent Results' applications to manage key decisions throughout the customer lifecycle from originations to collections and recovery.



Intelligent Results®
Powering Decisions, Actions and Outcomes.

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