

Pinpointing critical moments in the customer journey to increase loyalty and reduce churn

The Challenge

This company has been in the business of delivering entertainment and connecting companies and consumers long before the internet existed, but their impressive tenure wasn't preventing customer dissatisfaction & churn.

Month over month, the company's acquisition and retention numbers decreased. Their business and market share were at risk. They needed help understanding their customer journey, identifying problem areas contributing to churn, and galvanizing internal support for investment in solutions to improve their CX and increase customer loyalty.

The Approach

- Conduct interviews with internal stakeholders to develop a common language and understanding of the end-to-end journey across teams
- Gather qualitative insights around customer perspective and sentiment at every stage of the end-to-end journey through interviews and surveys
- Map and overlay internal and external customer feedback to diagnose specific moments that matter most for loyalty or churn
- Build a customized impact matrix to visualize recommendations, anticipated customer and business impacts, and associated risks

The Results

 **24**

high-impact initiative recommendations across the organization

 **43%**

forecasted revenue growth over next two years driven by high-impact initiatives

 **3**

signature brand moments identified as key contributors to a positive customer experience