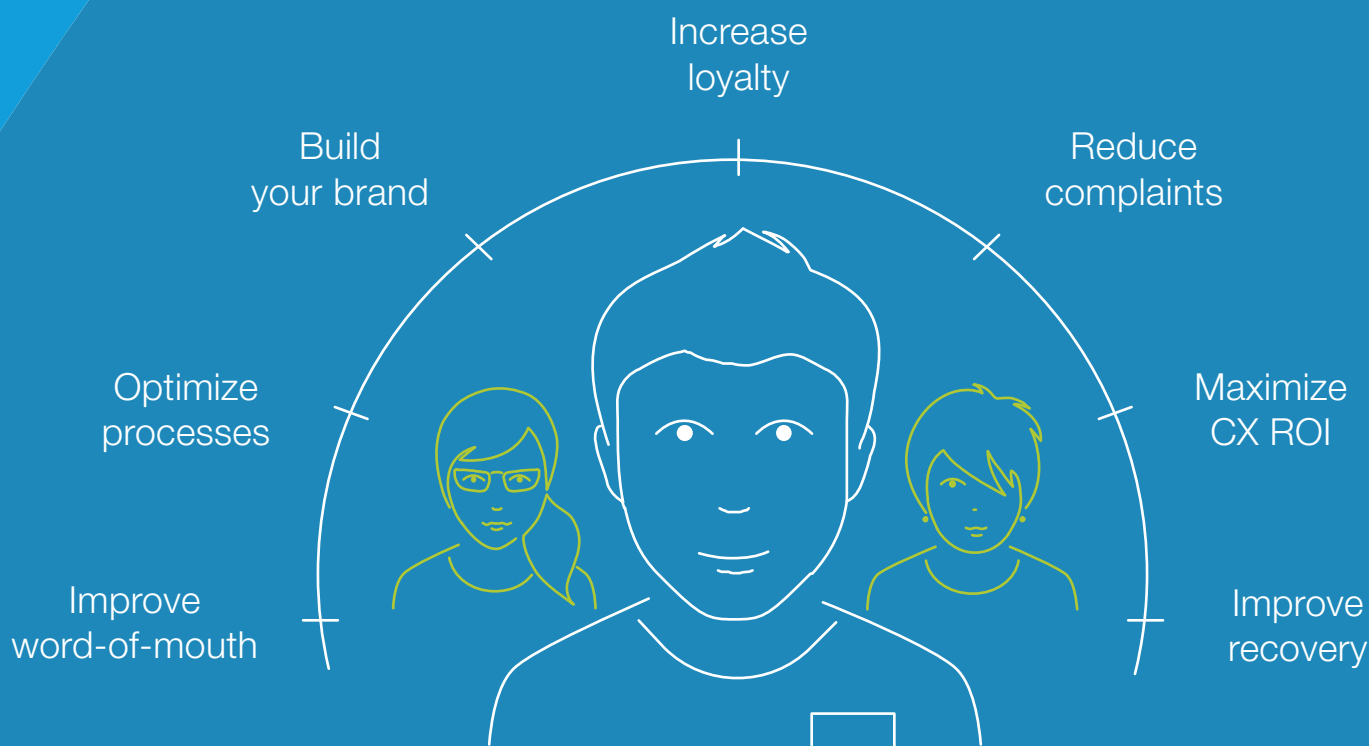


# Keeping Customers Happy

Common sense tells us unhappy customers don't remain customers for very long. But when you discover who is likely to churn ahead of time, not only can you save the individual customer, you can also:



## A Small Window of Opportunity

Direct and indirect voice of customer is a window into the attitude of your customer base, from which you can identify potential churn risks. But you might only get one chance to get it right.

For one of our Telco clients we learned:



## Voice of the (Unhappy) Customer

Customers who eventually defect:



## The ROI of VOC



## Best Practice Makes Perfect



Alert immediately, the first time



Recover the customer right away



Carefully design alerts to optimize volume



Prioritize recovery initiatives