



*"Real-time, interactive and predictive, our retention engine has changed the game for sales and marketing teams."*

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## The Summary

Marketing and sales executives for a globally recognized entertainment company were frustrated by the company's current process for addressing customer churn issues. It took the company's finance teams weeks to generate scorecards, it was difficult to know what issue to fix in what order, and impossible to predict the actual impact of churn issues through the fiscal year. We designed a real-time, interactive and predictive tool which lets the team model solutions and predict their impact. The result: a two point drop in customer churn, resulting in millions of additional revenue per month.

## The Problem

### Old Data

Because of a lack of data and technical expertise, the client's finance teams struggled to generate scorecards in a timely fashion. As a result, the sales and marketing leaders were looking at data that was routinely thirty to forty-five days old.

### No Root Cause Analysis

Because the scorecards were not actually tied to underlying systems (customer service database, social media platforms, internal ticketing systems), it was difficult to get to the root of a customer churn problem in a meeting. The team was spending the bulk of their time asking "what happened" and very little time asserting "let's fix this."

### No Predictive Capabilities

Without an algorithm assessing the depth of the churn problem – or the impact fixing it would have on financial outcomes – the team was left to guess which issues to fix in what order. By the time they could assess the impact, it was too late to course correct.

## The Solution

As with most complex business problems, the solution started with a Blueprint Discovery Session, during which we worked with the team to define and validate:

- Core financial and business objectives (why retention is critical)
- Mapping core customer journeys that most impact retention and churn
- Evaluating the current state metrics, analysis and scorecards
- Understanding the organizational structure and responsibilities of teams responsible for the customer experience

Once the assessment was complete, the team modeled a retention analysis and reporting strategy and presented it to the client's senior sales and marketing leaders. Together, the group made some modifications to the strategy, then agreed on an implementation roadmap.

We then worked across data science, analytics and customer service to design and deploy a data collection strategy that would generate a real-time scorecard which could be manipulated to model "what if" scenarios and measure the potential impact of any proposed fix.

## Results

Beyond the initial financial results, the client is now able to see issues in real-time, and understand the consequence of inaction. The entire company has access to the retention engine, and every employee feels empowered to address issues within their span of control. Every week, a cross-functional team is reviewing scorecard data, choosing solutions, and implementing them.

- **20% improvement in retention** – the team's work resulted in a 20% reduction in customer churn, resulting in significant revenue gains per month
- **Speed-To-Fix** – the teams are finding and fixing broken customer journeys on a monthly basis, reducing customer frustration and reducing incoming customer service contacts
- **40% improvement in customer happiness**- Addressing issues more quickly has not only improved retention, but customers have expressed significantly improved happiness with the service