

CASE STUDY

Redesigning the end-to-end customer experience for a global media company allowed the team to shift focus from problem-based customer service to opportunity-driven customer retention, increasing revenue and reducing Customer churn.



Architecting your future.

"Sometimes you need an outside perspective to validate your concerns. Our deep CX expertise illuminated a core set of changes for the client. And we managed them through the process."

*Michael Callahan
Director, Blueprint
Consulting Services*

The Summary

Our client, a global online entertainment provider came to the realization that its end-to-end customer experience was a collection of disjointed teams and resources creating unnecessary complexity for customers, and threatening profit targets. We conducted an end-to-end evaluation of their customer experience, and recommended five fundamental changes to their philosophy.

The Problem

Our client's initial product launch was not achieving the subscriber, revenue or retention targets the teams had set prior to launch. A complex pricing model, a difficult sign-up process, a challenging journey to reach customer service, and an excessive number of network outages were all creating high levels of customer frustration and churn.

Pricing, Content and Subscription Policies weren't customer friendly

The marketing team who determined pricing, what content to put behind a premium pay wall, and how to manage subscription policies were make those decisions without understanding what kind of perceptions they would create among customers.

Sign Up and Account Management journeys were overly complex

The design team created a length sign up process that would frustrate today's mobile consumer. They also under-invested in account self-management capabilities on the service, requiring customers to contact customer service to make even basic changes to their account.

"Hidden" Customer Service

In fear of generating a high volume of customer contacts, the teams hid customer service behind a lengthy and complex Help Site and set of forms. As a result, customers were canceling at higher-than-expected rates and venting their frustration in social media.

The Blueprint Solution

Over a four-day period, we performed a 360 degree evaluation with the team, and proposed several important changes, which the client adopted and is in the process of implementing.

- Provided analytics expertise and used our predictive technologies to design Consumer-friendly subscription prices, and a richer volume of content available to subscribers
- Made the case for offering a more customer-centric refund policy
- A complete re-design of the sign up and account management experience (reducing sign up times by 50%)
- Completely redesigning the self-help and assisted customer experience to focus on faster resolution, more self-help, and easier methods for reaching a customer service representative.
- Designing an executive scorecard to allow the company's executives insight into their relationship with customers and the impact that relationship has on revenue

Results

Our client adopted all of the recommended changes, and is in the process of relaunching the customer beta. Although we can't divulge the impact on performance, company executives and the project team are extremely confident in their revised service.

To find a solution that's right for your organization, and review other success stories, please see the Blueprint Consulting Services website (www.bpcs.com).