

Improve subscriber retention through omnichannel digital transformation

Customer Service

Premium global magazine brand



\$1m
targeted incremental revenue

Client Objectives

- Grow subscriber base
- Retain existing subscribers
- Provide a customer experience to match their premium journalism

Challenges

- Subscriber attrition too high
- CX not aligned to brand values
- CX processes and systems out of date

Solution

- Understand the brand's subscriber base, how they consume information, and their support needs
- Create a CX strategy to reflect the brand promise, vision and mission as well as customer needs
- Structure a support organization to fulfil the above. Turn the strategy into a set of operational principles and day to day practices

Results

- \$1m targeted incremental revenue over three years through reduced churn and more effective upselling
- \$1m targeted cost savings over three years through deflection 20% of voice calls to digital channels and improved associate productivity
- Persona based selling and support: created 6 different personas and their buying/usage preference