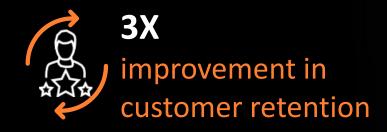
## CX hot six #6: active user personalization

Digital streaming and broadcasting provider





## **Client objectives**

- Improve engagement and usage among new users.
- Increase app take-up.
- Reduce cancellations.

## **Firstsource partner solution**

Active user personalization creates seamless customer journeys that:

- Deliver fewer ads to brand new users and premium subscribers.
- Guide new users to multi-episode content.
- Provide offers or downgrade options to users with low engagement.
- Anticipate intent to cancel and promote new content coming.

## **Business outcomes**

3X improvement in retention of new customers.

