

# CX hot six #6: active user personalization

Digital streaming  
and broadcasting  
provider



**3X**  
improvement in  
customer retention



## 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.