

Customer recruitment and retention in the UK Package TV – Internet - Phone Market – Social Media Analysis to prevent churn and attract new customers



Challenge

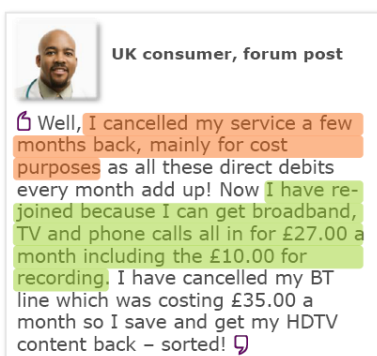
Identify specific reasons for churn, uncovering the factors to retain customers and to attract churned customers back.

Approach

KNOTs Research used “Consumer Buzz Methodology” in order to capture unbiased consumer insights within extensive online discussions (blogs, forums, review comparison websites, etc). We uncovered the specific reasons leading to churn, as well as for buying (or returning) to a product or service.

Insights

Key factors and scenarios to prevent churn and attract new consumers were identified. Client immediately applied interactive prevention tools to increase customer satisfaction.



Reason for churn

Insight 1:

Identification of the reason for consumer churn: the consumer felt cost was an issue

Purchase driver

Insight 2:

The reason consumer returned and purchased service: he liked the attractive price for a combined service package, and cancelled another telephone provider instead