



Wireless Welcome Center

Creating New Customer Satisfaction from the Get-Go

SITUATION

Wireless Client had High New-Customer Churn

Wireless phones have been popular for decades, but many customers are still barely familiar with the way they work. Their uncertainty is compounded when they switch to a new carrier and encounter new invoice formats, new handsets, and new processes to learn. Center Partners' client, a leading wireless carrier who had recently added many innovative features to their service, was burdened with very high early-tenure churn and non-payment rates.

RESOLUTION

New Customer Welcome Center

The client guessed that many customers were deactivating in the first 30 days of service due to confusion about the product or confusion over their first bill.

The client called Center Partners to discuss a Welcome Center idea and to initiate the process of testing their theory. Center Partners helped to design and implement test groups that could proactively contact customers within 72 hours of the customer beginning service. Agents followed a specific script to assist customers with the most frequently asked questions and to discuss their first bill. Finally, customer identification was confirmed, and suspected fraudulent accounts were referred to account security.

OUTCOMES

Positive Customer Introduction Experience

The Welcome Center pilot was so successful that it was rolled out to all new customers. Eventually, the client folded the Welcome process into the activation process. When customers received their new phones, the client required them to activate their service through the Welcome Center, which further increased contact rates.

Customers reported that they were pleased with the Welcome Center call and, later, with the activation process. They realized that the call protected them, and gave them valuable information, making the service more useful.

Customer fraud was identified earlier in the customer lifecycle, saving the client millions in uncollected fees. Welcome Center agents were also able to explain the customer's first bill, properly set expectations, and help customers make payment arrangements to avoid becoming delinquent.

Key Benefits of the Welcome Center

- Early-tenure customer churn reduced by 15%
- Early-tenure calls to customer care reduced by over 30%
- Non-payment for early-tenure customers reduced by 10%
- Customer satisfaction improved 4 points
- Client processes and procedures improved due to customer feedback