

## Improve customer retention by understanding what causes churn

Reduce churn by eliminating pain points, discovering positive and negative drivers, and understanding the reasons your customers (or staff) choose to leave. Improve retention by understanding the root cause of churn and stopping issues at the source.

### **Understand the issues that define your customer or employee churn rate**

Customer and staff interactions vary based on which platform they use to engage with your organisation. Using Touchpoint Group's AI Customer Analytics Tool, understand engagement on all platforms, interaction types, demographics, or any other segment to define issues or areas of improvement specific to that segment. Use this knowledge to prioritise improvements based on those that will have the biggest impact for your business and its stakeholders.

Analyse internal employee experience feedback (EX) data to get an in depth understanding of why issues revolving around customer experience are occurring. Learn what restrictions, frustrations, and limitations your staff are experiencing to better define a course of action.

### **Service we offer**

- Consultation to determine data sources you can use and understand business priorities from findings.

Your custom report will provide you with;

- Employee satisfaction, concerns, questions, and queries.
  - Customer perception, engagement, and satisfaction.
  - Key metrics impacting customer feedback ratings.
  - Customer-influenced solutions and issue resolution.
- A follow-up consultation to review KPIs and discuss how Touchpoint Group can help with future projects.

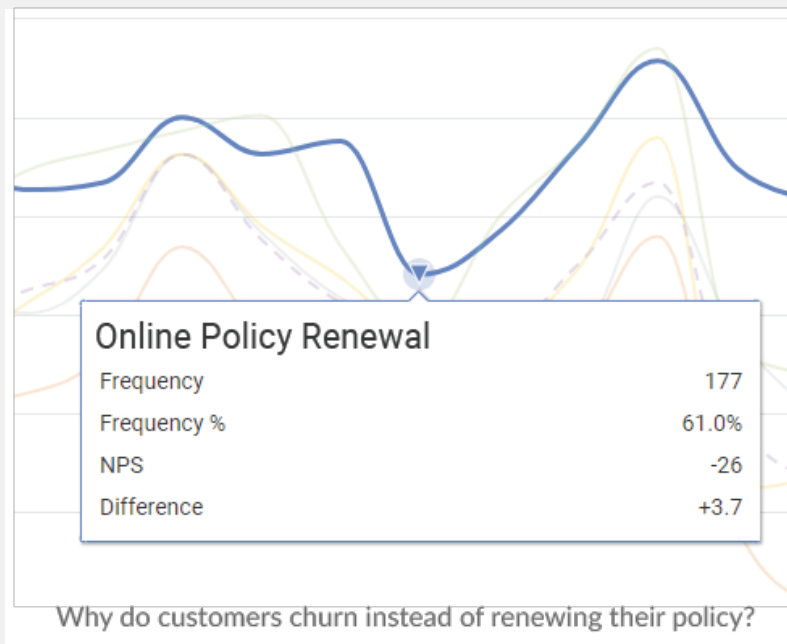
**The Outcome**

This service reinforces CX and EX strategy and implementation, highlights potential issues and areas of opportunity, reduces costly mistakes in resolution situations. Better yet, it enables you to segment and rate issues by business impact helping you prioritise the most impactful issues ensuring you're making the right decisions to better your Customer Experience scores and satisfaction. In return, you'll see reduced churn, greater value propositions and overall better customer experience.

**We don't just analyse the feedback, we can capture it too**

Are you looking for a customer or employee experience management system to capture this data?

Touchpoint Group sends and consolidates customer feedback data into unified dashboards with an effortless resolution system and analytics reporting function. This tool gathers and collates all your data for easy analysis.



**How Touchpoint Group delivers the service**

You'll work with a dedicated account manager to set up the reporting function and help create the initial report. Onboarding access to the Touchpoint Group's AI Customer Analytics Tool can be given as monthly, quarterly or as an annual licence which will allow you team open access to all of Touchpoint Groups features and solutions to be able to build further custom analyses and reports. Pricing is dependent on the volume of feedback.

**Contact us to learn more**

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