



IPIPHANY

## Customer & employee retention: churn analyses & report

Reduce churn by exploring insights hidden in CX and EX feedback to understand key drivers that influence behaviour, discover pain points within interactions and uncover the reasons customers (or staff) choose to leave. Improve retention by addressing the root cause of churn and stop issues early before they become a problem.

### Understand the issues that contribute to organisations customer or employee churn rate

Using AI, Ipiphany analyses text feedback from multiple Customer Experience (CX) or Employee Experience (EX) platforms and CRM systems to help define and mitigate issues revolving around churn. Ipiphany automatically categorises and tags experiences based on platform, location, demographics, interaction types and much more to help clearly define issues and areas of improvement specific to that audience. Use this knowledge to prioritise improvements based on those that will have the biggest impact for your business and its stakeholders.

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

#### Service we offer

- A consultation to determine appropriate data sources to analyse, understand business priorities from findings and develop an outline report for your project.
- Your custom report will provide you with;
  - Employee satisfaction, concerns, questions, and queries
  - Customer perception, engagement, and satisfaction
  - Key metrics impacting customer feedback ratings
  - An action plan influenced by customer recommendations with defined solutions & a next-step issue resolution plan
- A follow-up consultation to review KPIs and discuss how Ipiphany can track churn over a long-term period and perform a trend analysis.

Learn more at [www.touchpointgroup.com/ipiphany](http://www.touchpointgroup.com/ipiphany)

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### The outcome

This service reinforces organisations CX and EX strategy and implementation plans, highlights potential issues and areas of opportunity and reduces costly mistakes in resolution situations.

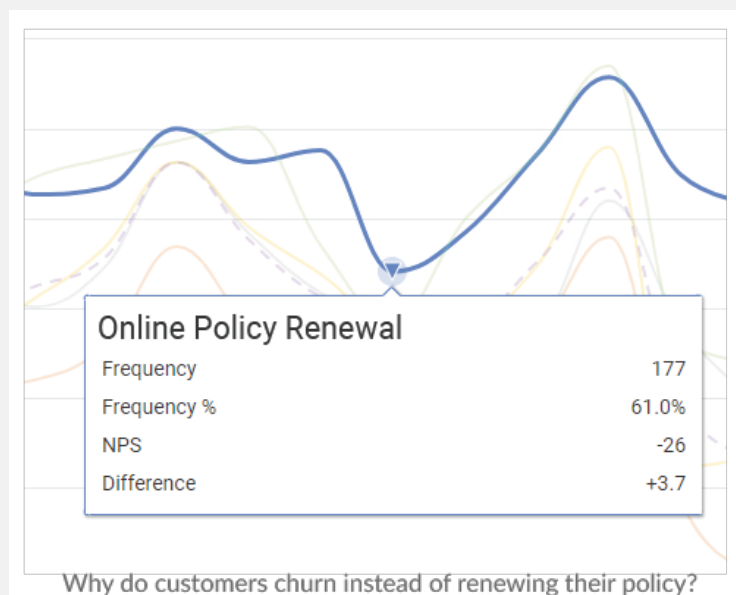
Better yet, it enables organisations to segment and rate issues by business impact helping to prioritise the most impactful issues ensuring you're making the right decisions to better your customer experience scores and satisfaction. In return, you'll see reduced churn, higher customer and staff engagement and a better customer experience overall.

### 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 and manage this data?

TouchpointCX by Touchpoint Group sends and consolidates customer feedback data into unified dashboards with an effortless resolution system and analytics reporting function.

This tool can work in tandem with Ipiphany, gathering and collating all your data for easy analysis.



### How Touchpoint delivers the service

You'll work with a dedicated account manager to set up key analyses and import core data, they will help create the initial report and take you through best practice in gathering CX feedback.

Onboarding access to Ipiphany can be given as a monthly, quarterly or annual licence which will allow your team open access to Ipiphany's key features to be able to build further custom analyses and reports.

### Contact us to learn more

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