

# Customer Retention



## Client's Challenge

Improve retention and consistency across multiple regional operations in a high attrition marketplace.

## iPacesetters' Solutions

- Created universal agent teams across multiple regions.
- Initiated analytics to match offers to customer targets.
- Developed pro-active inter-regional move program.

## Outcomes

- Cost per save dropped to 51% of new customer acquisition.
- Virtually all (93%) saved customers stay  $\geq 1$  year.
- First year savings of \$1.6MM versus replacement cost.

