Improving Customer Loyalty through Life Cycle Communications
Joellyn Sargent, Vice President, Marketing
Premiere Global Services

Tuesday, August 8
It’s not enough to be satisfied

- Previous transactions met expectations
- Minimal emotional connection
- No prediction of future business

- Some degree of emotional engagement
- Greater share of wallet
- Better customer retention
- Higher purchase frequency

- Passionately attached
- Will definitely purchase again
- Long term relationship
- Will recommend to others
- Wants your business to succeed
“Would you recommend this product or service to an associate, friend or family member?”

Trusted bands earn high Net Promoter Scores:

- USAA - 82%
- Homebanc – 82%
- Harley Davidson – 81%
- Costco – 79%
- Amazon – 73%

% Promoters - % Detractors = NPS
Advocacy Drivers

Personalized Experience
- Recognize me by name
- Allow me to select preferences
- Remember my past transactions

Company Cares About Me
- Proactively reach out with relevant information
- Do what’s in my best interest, even if it costs less
- Help me avoid hassles (or worse)

Customer Controls the Interaction
- I decide which communications to receive
- I can stop or start a dialog
- I have flexibility and choice
Proactive Communications: Deliver important information before a customer calls, improving service and building customer relationships.
## Examples of Lifecycle Communications

<table>
<thead>
<tr>
<th>Welcome / Launch</th>
<th>Service / Support</th>
<th>Up Sell / Cross Sell</th>
<th>Retention / Collections</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOAL</strong></td>
<td>Improve service, reduce support costs</td>
<td>Earn greater “share of wallet”</td>
<td>Limit attrition, reduce churn</td>
</tr>
<tr>
<td>Increase Revenues</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ensure new customers ramp-up quickly</td>
<td>Shift from reactive to proactive communications</td>
<td>Promote new services, sell more applications to each customer</td>
<td>Encourage contract renewal, keep credit card info current, reactivate lapsed accounts</td>
</tr>
</tbody>
</table>

- **Applications**
  - Account Activation
  - Service Activation
  - LNP Status Alerts
  - New User Instructions
  - Trouble Tickets
  - Outage Notifications
  - Service Windows
  - Restoration Alerts
  - New Service Offerings
  - Service Upgrades
  - New Features
  - Credit Card Expiration / Renewal
  - Contract Renewal
  - Inactive Accounts
Customer Profiles

• Multiple Modes of Communication
• Customer Determines Mode of Preference
• Different Types of Messages, Different Modes

VOICE  E-MAIL  FAX  SMS
A large children’s clothing retailer uses Premiere’s Marketing Promotions solution to send voice coupons to over 2.2 million of their customers.

- Send thousands of messages in minutes
- Reach the target audience with effective and low-cost automated marketing messaging
- Highlight time-sensitive sales and specials to drive store traffic and increase revenue
- Increase attendance to shows and events through powerful promotion
Proactive follow-up with speech based survey replaces leave-behind post cards for major outsourced delivery company

- Reduce survey bias and improve accuracy
- Accelerate survey development
- Increase completion rates with an engaging speech interface
- Improve response rates through “confidentiality” and consistency of interviewing with an automated system
- Quickly receive survey results
Fraud Alerts

- Reduce losses and improve profitability by decreasing fraudulent activity
- Contact more customers, faster, to improve security and build customer service
- Protect customers against stolen account information and fraudulent credit card transactions

A 2005 survey from Research & Markets showed:
- 73% of consumers surveyed highly value email alerts relating to unusual bank account transactions
- 72% of customers surveyed want the ability to receive immediate electronic alerts of suspicious transactions in a credit or debit card account
Loyalty Benefits of Speech

• Increase satisfaction for customer support functions
  ▪ 24x7 service
  ▪ Faster access to info
  ▪ Provide higher level of service through live agents

• Implementation tips
  ▪ Start small & simple
  ▪ Educate customers
  ▪ Use multi-channel communications during deployment (mail, e-mail, voice messaging)
Reach out to customers before they call you

- Proactive approach improves satisfaction
- Reduce demand on call center staff for reactive support
- Generate alerts automatically based on business rules
- Use speech technology or touch tone for actionable data capture
The Story is in the Numbers

500 Million dollar public company – 2 decades in messaging

60,000 Enterprise customers with over half of the Fortune 500

2,200 Global employees with offices in 52 cities in 19 countries

16M Communications per day through our scalable platforms

4 Modes of communication for multiple business processes

1 Largest messaging platform worldwide
   (based on outbound capability)
Empowering Your customers and employees with speech technologies

SpeechTEKI
2006
Empower
The Voice Solutions Showcase

Thank You