

Churn Mitigation Program

CLIENT PROFILE

Company Maxis
Industry Telco
Country Malaysia



OUR RELATIONSHIP

- Been our Client for 1 year !
- We manage 3 very key initiatives for Maxis SME & Enterprise segment with regard to Customer Lifecycle Management. (CLM), i.e., Renewal, Save and Profiling.

THE CHALLENGE

- Churn mitigation program is all about managing customer line terminations and ensuring that the best possible effort is made to retain customers that want to leave Maxis.
- Ensuring that churn rates are kept within industry benchmarks.

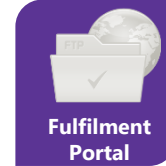
OUR APPROACH

- All line terminations for SME & Enterprise segment at various originator queues within Maxis are routed to Star Solutions and using telemarketing as the primary channel, we reach out to Maxis customers that want to terminate their lines, identify the cause of churn, make a counter offer and save the customer !
- We work closely with several stakeholders in Maxis to improve the offers, process and address the reasons for termination.

RESULTS

- 100% of targets achieved !
- Campaign results are tracked by Maxis daily using our online dashboard.

CHANNELS / SERVICES USED



Churn Mitigation Program

CLIENT PROFILE



Company Shell
Industry Oil & Gas
Country Malaysia, Singapore, Hong Kong

OUR RELATIONSHIP

- Been our Client for 6 years !
- We managed anti-attribution programs for their fleet card customers across 3 markets.

THE CHALLENGE

- Identify customers declining in volume across Malaysia, Singapore, Hong Kong and drive volume recovery.
- Volume recovery targets to be set based on volume loss analysis.

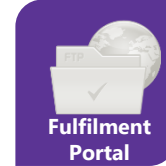
OUR APPROACH

- Star Solutions undertook extensive data analysis to identify hard and soft churn customers in each market. We further grouped churners into high, medium and low risk categories.
- We identified 7 different churn personalities and worked closely with Shell to come up with relevant offers for each churn personality.
- Using telemarketing, we contacted churners, identified cause of churn, made targeted offers to customers and tracked volume recovery.

RESULTS

- 100% of targets achieved over 4 consecutive years!
- Caught Shell global interest !
- Campaign results were tracked by Shell daily using our online dashboard.

CHANNELS / SERVICES USED



Churn Mitigation Program

CLIENT PROFILE

Company TM
Industry Telco
Country Malaysia



OUR RELATIONSHIP

- Was our Client for 6 years !
- We managed 3 very key initiatives for TM with regard to Customer Lifecycle Management. (CLM), i.e., Loyalty & Retention, Save and Profiling.

THE CHALLENGE

- Churn mitigation program is all about managing customer line terminations and ensuring that the best possible effort is made to retain customers that want to leave TM.
- Ensuring that churn rates are kept within industry benchmarks.

OUR APPROACH

- All line terminations for SME & Enterprise segment at various originator queues within TM were routed to Star Solutions and using telemarketing as the primary channel, we reach out to TM customers that want to terminate their lines, identify the cause of churn, make a counter offer and save the customer !
- We work closely with several stakeholders in TM to improve the offers, process and address the reasons for termination.

RESULTS

- 100% of targets achieved !
- Campaign results were tracked by TM daily using our online dashboard.

CHANNELS / SERVICES USED

