

# Retention 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

- In light of an extremely competitive telco market and growing mobile subscribers in Malaysia, retaining their existing customers is key for Maxis.
- Retention = Tying customers to a 24 month contract and thus locking down guaranteed revenue for Maxis !
- Ensure revenue uplift in the process and minimize revenue dilution.

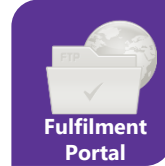
### OUR APPROACH

- Star Solutions carried out extensive data analysis on ARPU buckets, target segments, potential uplift and dilution forecasts.
- Based on the analysis, both parties worked closely together to define relevant offers for customers.
- Using telemarketing as the primary channel, we reach out to Maxis customers, pitch the right offers, send the application form, receive completed forms from customers and send to Maxis for processing.

### RESULTS

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

## CHANNELS / SERVICES USED



# Retention 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

- Our Client , a fixed line operator were losing SME customers to mobile operators.
- Having the largest SME database in the country, the challenge was to get their SME segment to retain their fixed lines.

### OUR APPROACH

- Star Solutions designed a structured customer journey for TM's SME customers that incorporated the following :
  - We want to get to know you
  - Cross-sell/up-sell offers
  - Exclusive partner offers
  - Financial assistance
  - Festive offers
- Star Solutions worked closely with on-ground sales teams to implement this program.
- Telemarketing was also heavily used for unmanaged segments.

### RESULTS

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

## CHANNELS / SERVICES USED

