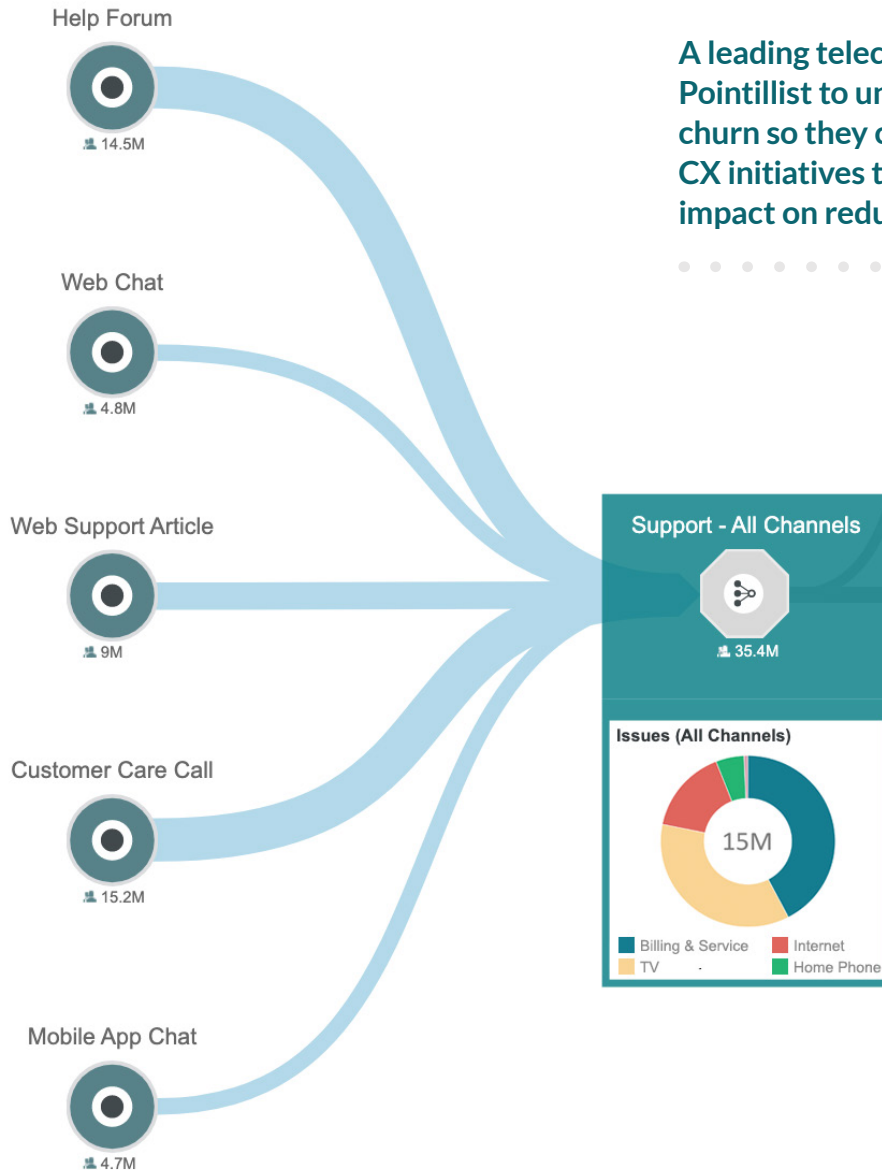


Identify High-Impact CX Issues that Lead to Churn with Customer Journey Analytics

A leading telecom provider uses Pointillist to understand the drivers of churn so they can identify and prioritize CX initiatives that will have the largest impact on reducing churn.

First, the team wants to discover the most common CX issues customers encounter. Customer interactions related to CX issues can occur across many different channels, which ordinarily is difficult and time-consuming to analyze. Using Pointillist, the team can easily connect all cross-channel interactions to see which CX issues are most common overall.

On the left are all customer interactions across 5 different support channels: the help forum, web chat, web support articles, customer care calls and mobile app support. The pie chart on the right shows a breakdown by support issue category, which indicates that TV and billing related issues are by far the most prevalent issues customers experience.



The team assesses the volume of support issues across all their support channels and finds that TV & billing issues are the most prevalent.

Help Forum



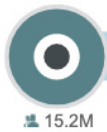
Web Chat



Web Support Article



Customer Care Call



Mobile App Chat

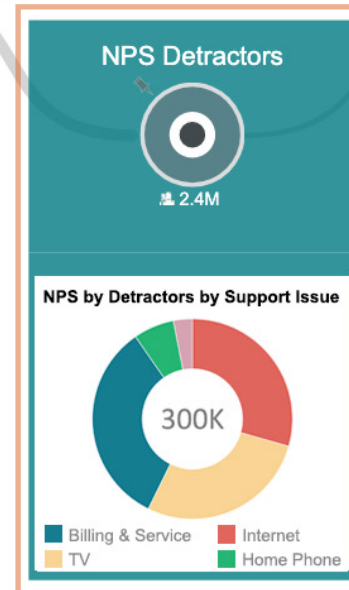
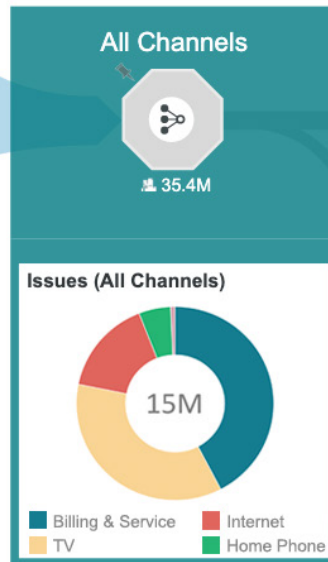


The team also wants to analyze the impact these issues have on NPS and determine which problems lead to the most NPS detractors.

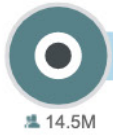
Here, you can see that TV and billing problems lead to a high number of detractors and that internet related issues have an equally negative impact.

However, only a small percentage of customers actually participated in the NPS survey. So, the team decides to continue their analysis before making their final conclusion.

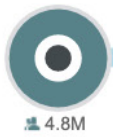
TV, billing and internet issues are also leading to a high number of NPS detractors, but internet issues have an equally negative impact.



Help Forum



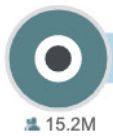
Web Chat



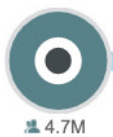
Web Support Article



Customer Care Call



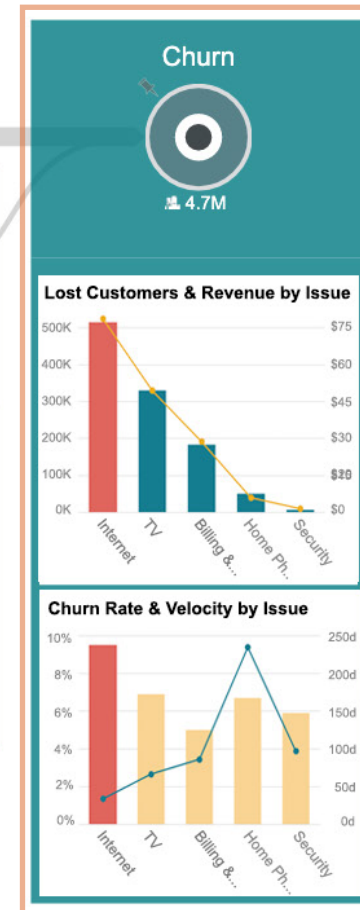
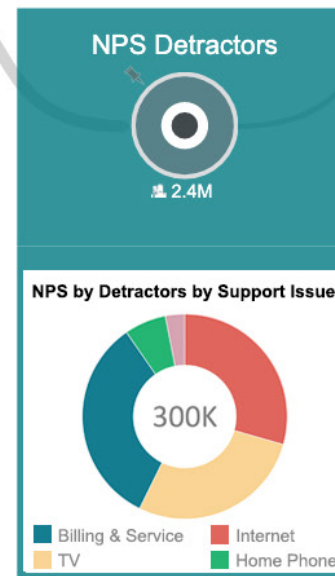
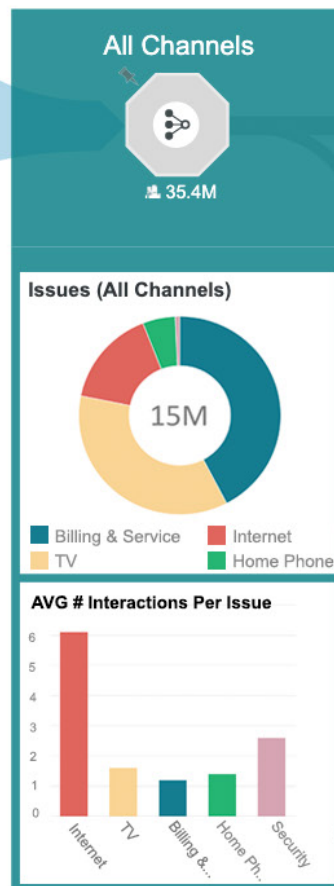
Mobile App Chat



Next, they use Pointillist to analyze the direct impact of different CX issues on customer churn. They find that while TV and billing were the most prevalent, internet difficulties actually drive the largest number of account closures and lost revenue.

Customers who experience these issues are the most likely to churn, and churn in the shortest average time frame after having a problem.

While billing and TV issues are the most prevalent, internet issues have the greatest impact on revenue, the largest churn rate and the highest churn velocity.



With hundreds to thousands of possible internet related issues, knowing the category of the issue isn't enough. So, the team uses Pointillist to uncover two specific internet issues that have the highest impact on churn and are responsible for the most lost revenue.

Armed with these insights, the CX team prioritizes and launches an initiative to address these issues, which they anticipate will reduce their overall churn rate by 2.0% in the first 12 months after implementing a solution.

Help Forum



Web Chat



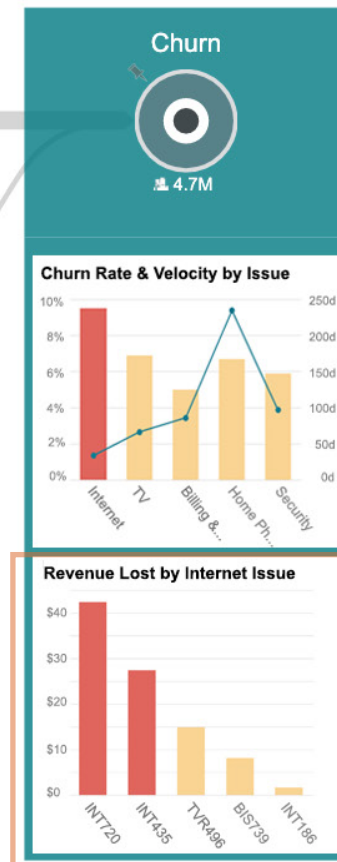
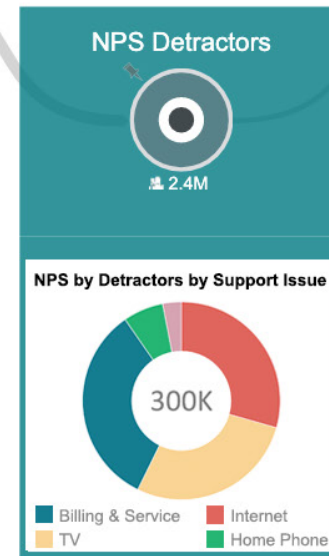
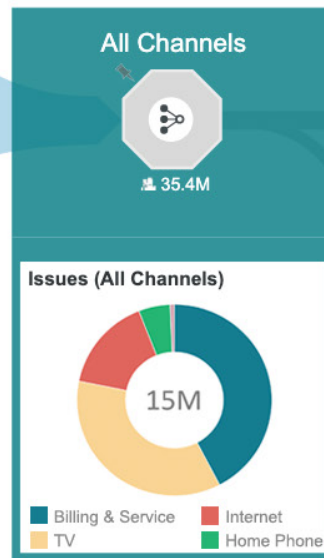
Web Support Article



Customer Care Call



Mobile App Chat



They also identify two specific internet issues that have the largest impact on churn and revenue loss. The team launches an initiative to address these issues, which they anticipate will reduce their overall churn rate by 2.0% within 12 months.



Discover and optimize your customers' journeys

Pointillist makes it easy for CX, marketing and analytics teams to rapidly uncover actionable customer insights to dramatically improve customer experience and impact the KPIs that matter most to your business.

- Quickly understand customer behavior across all touchpoints & channels over time
- Uncover and predict high-impact customer journeys
- Drive personalized, multi-channel customer experiences

Unlike other customer analytics solutions, Pointillist lets you connect the dots between customer interactions and business goals in seconds, rather than days or weeks. By using machine learning to reveal high-impact journeys and predict likely behavior, Pointillist is like having a personal data scientist that's always on call.

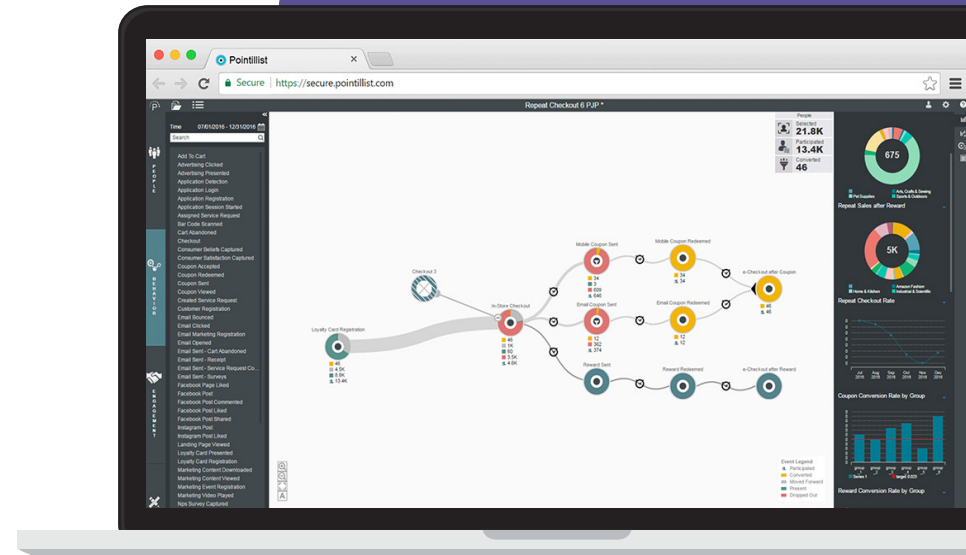
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