



SmartMeasures

Reduce customer churn with SmartMeasures

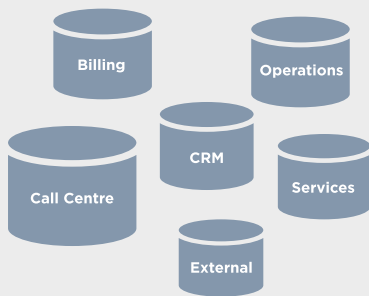
There is no quick fix to customer churn, and churn prediction without intervention will not save your customers.

SmartMeasures is always on and constantly adapting to changing customer circumstances and business conditions.

How SmartMeasures saves your customers

1. Collect and anonymise

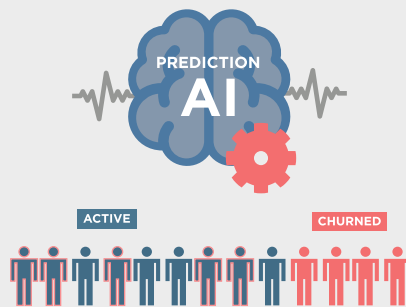
Collect data from multiple sources across your business.



Messy data? No worries
SmartMeasures takes care of messy, missing and duplicated data issues.

2. Analyse and predict

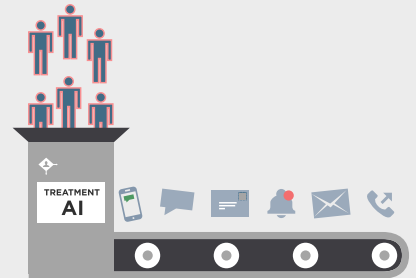
The prediction AI identifies individual customers at-risk of leaving and generates alerts.



Find out the health of individual customers
The SmartMeasures Prediction AI identifies which of your customers are unhappy.

3. Act and save

The treatment AI sends the best message to retain each at-risk customer based on their current circumstances.



Treatment channels
Reach your customers the way they prefer whether it be SMS, chat, app notification, email, call or even a letter.

Service is not marketing

Treatment Plans are service communications. The worst thing you can do to at-risk customers is to tell them what you are doing for them. This is why you cannot reuse marketing material when designing treatment plans.

SERVICE MESSAGES DESIGNED USING BEHAVIOURAL HACKS

- Don't re-use Marketing material: When customers are on the ledge, they don't need to hear more about you
- Create a credible reason to get cut-through: with context or content that's relevant to them now
- Message must be genuinely service related and convey authenticity
- Call to action must be low customer effort
- Carefully chosen words are more effective than giving away vouchers.



What's the best way to see exactly what SmartMeasures can do for you?

We let you try before you buy. You can see it working in your business before committing to a full rollout. We can run SmartMeasures over part of your customer base to test how it would work for you.

Proof of Value

Run SmartMeasures on 100,000 of your active customers for 4 months. Our expert resources deliver this program as a fixed price, managed service to ensure you get measurable outcomes. The Proof of Value is low touch IT, coexists with marketing and operations, and requires minimal effort from your internal teams.



OBJECTIVES

- Prove your data can be used to accurately predict which of your customers are at-risk of leaving
- Once we know who is at-risk, we design targeted Treatment Plans to retain these at-risk customers
- Test the performance of a range of Treatment Plans and determine how this solution can work across your broader customer base

What we deliver for you

Phase 1

1 - 4 weeks

Collect data and train the prediction AI.

- Stakeholder engagement and project kick-off
- Data collected and anonymised for active and churned customers
- The AI is trained to identify at-risk customers
- Understand existing customer comms through their lifecycle
- Run AI accuracy blind test: Accuracy must be above 70% to proceed to Phase 2

Phase 2

2 - 4 weeks

Develop Treatment Plans

- Use behavioural hacks to design 4-6 targeted Treatment Plans to retain the at-risk customers identified in Phase 1
- Treatment Plans can be delivered through any customer communication channel

Phase 3

3 - 8 weeks

Contact at-risk customers with Treatment Plans and measure results against control groups.

- Test the effectiveness of 4-6 Treatment Plans on retaining customers
- Report the results of each Treatment Plan tested and make recommendations for the next steps

Outcomes to deliver growth

WEEKLY REPORTING CYCLE

- 🕒 Number of customers saved
- 🕒 ROI measured
- 🕒 The number of at-risk customers reached

ONGOING BENEFITS

- ✅ Know your customers - even those who haven't contacted you
- ✅ Slash millions from your customer churn bill
- ✅ SmartMeasures is a systematic solution that is always on and always learning

ALWAYS ON ALWAYS LEARNING

Who is SmartMeasures for?

- ✅ Businesses with at least 200,000 active customers where churn is upwards of 15% per annum.
- ✅ Those who value their existing revenue and want to spend less on hunting replacement customers