



The Value of Live-Agent Outreach: A Customer Retention Case Study

THE SOLUTION

ETAN Industries, a Dallas-based provider of outsourced solutions, has spent decades refining strategies to effectively manage customers within the delinquency cycle. Billions of calls later, ETAN provides the most effective solution for reducing customer loss due to non-payment.

ETAN agents place powerful, proactive, outbound calls to delinquent customers offering the opportunity to pay immediately with a variety of convenient payment options. Multiple attempts are made at varying times to maximize contact potential. While the most effective calls are made early in the delinquency cycle, ETAN also provides post-disconnect outbound calling services, often offering partial-payment or promise-to-pay opportunities to the customers most at risk of permanent disconnection.

ETAN programs are uniquely designed to reflect the client's communications conventions from customized scripts and PUC compliance programs, to call quality and customer service objectives. Supplementing outbound calls, ETAN offers dedicated toll-free payment numbers, inbound services, T-grams and automated payment reminders.



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Sophisticated connectivity to most national (and many proprietary) billing systems enables ETAN to add additional value to the retention programs. ETAN agents are able to access payment history, post payments, update accounts and generate work orders in real time. ETAN has also worked with the larger billing systems to automate common processes for faster, more accurate transactions.

THE RESULTS

ETAN has a long record of proven results. Considering the 2013 results for a pre-disconnect retention program for one of the nation's largest cable companies, ETAN was able to take \$13,433,455 in telephone and IVR payments for a total program cost of \$2,462,664.

The Value of Live Agent Outreach

Total accounts submitted	2,715,052
No phone numbers	23,512
Total accounts called	2,691,540
Incorrect phone numbers	340,288
Net adjusted accounts	2,351,252
Average delinquent balance per account	\$260
Subscriber contacts	2,059,044
Number of direct check & credit card payments	100,208
Value of direct check & credit card payments	\$13,433,455
Total contact percentage	87.9%
Save rate	18.4%
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Account payments	\$13,433,455
Program costs	\$2,462,664
Net gain to system	\$11,192,517

The Value of Payment Commitments

In addition to the results based on the immediate payments made, the cable provider also benefited from subscriber "promise to pay" commitments. Typically, within a few days of ETAN contact, an average of 68 percent of commitments have been fulfilled

Number commitments fulfilled	291,262
Value of commitments fulfilled	\$42,642,293

The Value of Customer Retention

For this cable provider, the average Lifetime Value of their subscriber is \$3,500.

Saves based on number of immediate payments	100,208
Saves based on number of commitments met	291,261
Total customers saved	391,469
Total value of ATS Customer Retention Program	\$1,370,141,500