

A Perfect Resolution

REDESIGNING ADT CUSTOMER RETENTION

1

Breakdown Why People Leave

Using data gathered from across the company, took the thousands of cancellations and broke them down into seven dispositions.

Discover Why People Stay

Analyzed the reasons for cancellations, and the reasons why some customers stayed. Used that data to develop a compensation system.

2

3

Developed the Point Matrix

Based on credit scores, developed a point system to give extra incentives for customers to remain with ADT.

Application and Results

Resolution agents took the new training and point system and applied them to their everyday interactions with customers. Made constant improvements.

4

5

Created Playbook

From both the success and failures of the new retention policies, wrote and organized a playbook for training usage.



Authorized
Provider

SafeStreets