Aperio CI

The Experts in Data Management

Aperio CI Case Study: KPN Customer Care Recommendation Tool

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About KPN

KPN is the largest Dutch landline and mobile telecommunications company. KPN started as a public telecommunications company and is based in The Hague, Netherlands. KPN servers over 7 million customers by providing them with high-quality customized services and products under a number of brands.

The Challenge

KPN wanted to improve their ability to retain customers who called in to disconnect their service. Customers were routed in the call center to a specialized team tasked with trying to construct a suitable win-back offer that would entice the customer to stay with them. The majority of the customers that were calling in to the customer care center were already signed with a competitor or were about to sign. Utilizing their current save processes, less than 9% of customers routed to this team were convinced to stay. KPN was looking for a solution that would drastically increase the percentage of customers saved from disconnecting their services.

Aperio CI implemented a solution using their suite of proprietary *Genie* solutions. Aperio CI's solution consisted of the following:

- Procure and initialize a new data processing environment. The environment consisted of both client and server workstations within the KPN data center
- Receipt and confirmation of KPN customer information , post billing customer invoice and usage details
- KPN in-market billing plan information that is loaded in to the Aperio *Pricing Genie* tool
- Schedule the Extract, Transform and Load of 3 months of data in to an Oracle data store
- Customization of KPN business rules in the *Pricing Genie* calculation engine to process all KPN subscribers against all possible in-market plans in order to determine the correct advice to be presented to the customer within the Aperio CI *Retention Genie* frontend CRM tool
- Customization of the .Net front end (*Retention Genie)* in order to provide results in both English and Dutch as well to adopt KPN's custom CRM flow

Benefits

Within 1 month of implementation of the Aperio CI process the win-back rate more than doubled to 19.7%. The call center efficiency increased significantly—35% less time was spent per call than before the implementation of *Retention Genie*. Call center staffing flexibility improved, as other call center resources could be utilized to win-back or save customers due to the fact that the underlying decision engine was automated and the skill set required was not as specialized.