



TOGETHER, YOU WIN.

IMPROVING MOVER RETENTION WITH PROACTIVE CUSTOMER ENGAGEMENT



Customer churn is a real drag on a company. Not just because companies lose customers, or because it's five times more expensive to win over new ones.¹

No, it's because churned customers walk away with 25 percent of your annual revenue.²

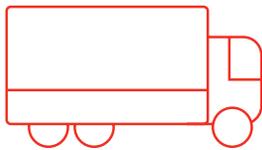
While the numbers may differ across industries, all companies face the same problem: losing customers. When 89 percent of companies want to differentiate on customer experience³, it becomes harder to stand out and convince customers to stay. Especially when 35 million people will move this year...literally.



Churned customers walk away with **25%** of your annual revenue



89% of companies want to differentiate on customer experience



35 Million people will move this year

¹ 'Zero defections: Quality comes to service', Harvard Business Review, Vol. 68, No. 5, pp. 105–111.

² "Breaking the Back of Customer Churn." Bain & Company, 2014.

³ Gartner





KEEP CUSTOMERS FROM MOVING ON

Over 32 million Americans moved from 2017 to 2018⁴, or about 10 percent of the population. With an annual market spend of \$170 billion⁵, there's a lot of annual revenue to lose if companies aren't able to retain customers.

But many companies don't know customers are moving until the customer has moved and cancelled their service. Companies react after the fact, trying to win back customers who have already churned and switched to a new provider. But it's much easier to keep a customer if you can proactively engage them before they move.



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COMPANIES NEED TO ENGAGE WITH CUSTOMERS BEFORE, DURING AND AFTER THEIR MOVERS' JOURNEY—AND THEY'LL NEED THE RIGHT DATA AND CHANNELS TO DO IT.

⁴ "CPS Historical Migration/Geographic Mobility Tables." United State Census Bureau, 27 Nove. 2018.

⁵ DMNews

PRE-MOVE

The best way to stop churn before it starts is to provide world-class service. But for customers who are getting ready to relocate, companies need to reinforce the fact that they're the best service provider, no matter where the customer goes.

Many companies are only aware customers have moved when they get the call to disconnect. But this churn could have been anticipated—and even avoided—if companies had the right data. With the right data, companies can be proactive instead of reacting.

Typically, companies rely on post-move data like National Change of Address (NCOA) to clue them in to whether a customer has relocated. While NCOA data has a 70-80 percent match rate, companies can get even more accurate with other types of data.

Identifying someone pre-move requires companies to look for data that signals a move (i.e. digital behaviors, life events, real estate listings, etc.) For instance, if companies know that customers have applied for or inquired about a home loan, that's a clear indicator that they may be planning to move—and a clear opportunity for service providers to demonstrate their value.



National Change of Address (NCOA) has a **70-80%** match rate of customer relocation

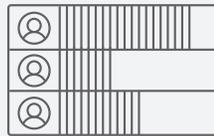


This is where another application of data comes into effect. Once companies identify a customer as a potential mover, they can send targeted offers based on demographic and geographic data to remind the customer of what they have to offer in a new service area. As an example, if a head of household applied for a home loan, this is a prime opportunity to reach them with an offer promoting a new home security service (something they might want to take advantage of when they relocate).

Companies should also use data from their CRM to know which customers to engage on which channels. According to 59 percent of new movers, online information was more helpful than what they received in the mail.⁶ However, knowing which channel customers engage with most will help you ensure customers get your message before they move. This also gives companies lead time to activate marketing campaigns to acquire the new real estate buyer.



Customer researches how to disconnect on service provider site



Online data, offline data and real estate listing data goes into CRM and is analyzed



Based on behavior, predictions are refined and pre-mover journey is triggered



Company sends offers promoting latest services to stay top of mind

PUTTING INSIGHTS INTO ACTION

AS CUSTOMERS PREPARE TO MOVE, COMPANIES SHOULD CONSIDER PROMOTING DIGITAL ALTERNATIVES TO CORD CUTTERS TO REDUCE LIKELIHOOD OF CHURN.

- 51 percent of movers have cable
- 31 percent have Netflix
- 24 percent have satellite
- Of the remaining movers who don't have cable, satellite or wired TV, 46 percent did have one of these services before moving, and nearly half decided to cancel their service within one month before the move.⁷

⁶ "2016 New Mover Report." Epsilon, 2016

⁷ "2016 New Mover Report." Epsilon, 2016

READY TO MOVE

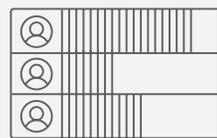
During this stage, companies know that their customers are starting to look for new services—not only services that will help get their home ready to sell (i.e. moving and cleaning services) but also the services they will install at their new place, like cable, wireless, utilities and home security.

Again, companies can use the right data and the right channels to reach movers before they're gone for good. Data from real estate listings (MLS, address under contract, etc.) can be matched up with a customer's address data to see if their home is on the market. Companies can also analyze their own internal systems to flag any signs that a customer is ready to disconnect. Listings or site search behavior can be flagged in a CRM and trigger a proactive communication that provides customers with more information about moving.

But if companies are keeping track of customer behavior related to moving, it's likely competitors are, too. This is a prime time to send communications touting customer satisfaction with your brand and offers for a higher level of service. Consider emailing customers a list of moving tips so they're all set before they move and don't leave any equipment behind.



**Customer researches
how to disconnect
service on provider site**



**Browsing data, real estate
listing data goes into CRM**



**Based on behavior, second
phase of pre-mover journey
is triggered**



Company sends:
→ **Emails with links to mover
service in area**
→ **Direct mail movers kit**
→ **Proactive outbound calls**



MOVING DAY AND BEYOND

In the days before the move, companies should provide customers with all the information they'll need for moving day. Data and channels again play a role—make sure you have their updated address in your CRM and offer free installation or other add-ons.

Companies can start the conversation with an outbound email encouraging customers to sign up for transfer of service, and set up a day and time. Make the process as easy as possible and avoid any credit checks or onboarding. On the day of installation, send a text message or email to let the customer know when you'll be there to install the equipment.

Companies can integrate messaging platforms with a field service management system so that technicians know where to go and when to arrive. Once the technician arrives, there's a final in-person opportunity to share the latest technologies with the customer. After installation, send a follow up survey over voice, text or email to gauge how the process went and where you can improve for future installations.

As customers settle into their new home, it's important to communicate that you value their loyalty. Consider sending a coupon code for a free movie rental or offer 10 free GB of data on their mobile phone. There's also an opportunity for upsells—new movers spend between \$10,000 and \$12,000 within their first three to six months of moving.⁸ The goal is to show that even though customers may have moved, companies are still going to provide the same great service they always have.

CUSTOMERS WILL MOVE, WHETHER IT'S TO ANOTHER PROVIDER OR TO ANOTHER HOME. BUT WITH THE RIGHT DATA AND THE RIGHT CHANNELS, COMPANIES CAN CREATE CUSTOMER RELATIONSHIPS THAT ARE THERE TO STAY.



Customer receives email to set up the move with provider



Transaction number and scheduling data fed into CRM



Customer sent text day of to confirm appointment



Provider comes and installs service, shows latest service



Customer takes survey rating how installation was



Customer receives coupon code or rebate to encourage loyalty and welcome to new home

⁸Epsilon

YOUR NEXT MOVE

CSG Journey Orchestration provides pre-defined mover journeys that help companies acquire and retain relocating customers. The solution uses pre-move data to identify customers who are beginning the moving process, and helps you target them across channels with relevant messaging and offers.

The solution helps service providers win over customers in multiple scenarios:

- Maintain customers as they move to a new home
- New acquisition targeting the vacated household, etc.

CSG Journey Orchestration integrates with your CRM, billing and other systems so you have the most up-to-date customer information and the best insights into customer behavior. CSG compares billing data against partner data on moving and relocations, then feeds that data into the Journey Orchestration platform.

Journeys can be applied to customers who are on your website, app, or looking for mover information and add them to the journey (using your own data in addition to new data to predict a trigger event).

**DON'T BE SURPRISED BY YOUR CUSTOMER'S NEXT MOVE—
ENGAGE WITH CSG AND WE WILL SUPPORT YOU IN WINNING
THE TURNOVER MARGIN. CONTACT CSG TODAY AND START
PROACTIVELY ENGAGING CUSTOMERS.**







TOGETHER, YOU WIN.

ABOUT CSG

CSG simplifies the complexity of business transformation in the digital age for the most respected communications, media and entertainment service providers worldwide. With over 35 years of experience, CSG delivers revenue management, customer experience and digital monetization solutions for every stage of the customer lifecycle. The company is the trusted partner driving digital transformation for leading global brands, including Arrow, AT&T, Bharti Airtel, Charter Communications, Comcast, DISH, Eastlink, iFlix, MTN, TalkTalk, Telefonica, Telstra and Verizon.

At CSG, we have one vision: flexible, seamless, limitless communications, information and content services for everyone. For more information, visit our website at csgi.com and follow us on LinkedIn, Twitter and Facebook.