

Retention Genie

MANAGES POTENTIAL DEFECTION QUICKLY AND EASILY

Retention Genie is a Web-based retention tool, providing customer care representatives with the ability to pro-actively, or reactively, retain customers who are threatening to defect, or have been identified as potential defectors. Retention Genie can be integrated with existing customer care applications with ease.

Features

- A web-based intuitive customer retention tool designed for call centers.
- Accurate, internal and competitor, rate/billing comparisons.
- Easy calculation of monthly and quarterly savings benefits.
- Comparisons based on customer's actual usage, in real-time.
- A robust database of competitor plans, features and bundles.
- Access to detailed historical customer usage and billing information.
- Tenure, and value-based controls, as well as other custom business rule considerations.
- "Plan Builder" enables representatives to create a customized plan, based on actual usage.
- E-mail delivery of analysis.
- Branding options available.

Benefits

- Reduces churn and increases customer retention and loyalty by providing intelligent offers that meet individual needs.
- Enables Customer Service Representatives to compare individual customer's current charges to what they would have paid under any of your, or your competitor rate plans, enabling them to discuss pricing with absolute certainty.
- Customized business rules enable you to apply tenure and segment value criteria to the Retention Genie recommendation process. So, there's no need to concede to unfavorable terms in order to save a customer.
- Plan Builder enables customer care agents to quickly build a new plan for the customer based upon their individual usage information, including bundles and add-ons.
- Automatically re-calculates the customer's most recent 3 bills as the new plan is being built, displaying the difference between what the customer actually spent on their current plan with what they would have spent on the new plan.
- Enables your call center representatives to recommend a plan based on the customer's actual usage.

Choose Customer	Account	Mobile	Customer Name	Value Segment	Contract End Date	Tenure	Logout
	781123	All Mobiles	David Johnson	Medium	5/17/2009	1 year 4 months	My Profile

Plan Comparison				Hide Detail	
Jan 2009 - Mar 2009	Current Plan	Recommended Plan	Build a Plan	Plan Information	Bundles
Provider	ACI Mobility	ACI Mobility	AT&T	Provider:	ACI Mobility
Plan Name	ACI Plan 900	ACI Plan Unlimited	AT&T 1500	Plan Name:	ACI Plan 900
Average Monthly Spending	\$168.35	\$125.21	\$165.40	Monthly Access Fee:	\$50.00
Calculated Monthly Savings		\$42.64	\$2.95	Additional Line Charge:	\$9.95 (Up to 2 additional lines)
Fees:					
Monthly Access	\$60.00	\$95.00	\$75.00	Included Voice Minutes:	
Additional Line	\$9.95	\$9.95	\$9.95	Anytime (Daytime)	Unlimited
Voice Bundle	\$0.00	\$0.00	\$0.00	Night & Weekend	Unlimited
Text Bundle	\$4.99	\$0.00	\$14.95	In Network	Unlimited
Data Bundle	\$25.00	\$0.00	\$25.00	Included Text Messages:	900
MMS Bundle	\$0.00	\$0.00	\$0.00	Included Data:	None
International Calling	\$0.00	\$4.95	\$0.00	Included MMS:	None
Other	\$0.00	\$0.00	\$0.00		
Overage Charges:					
Usage Information					
Type	Calls/Msgs/Data Trans	Volume/Duration			
Voice (Calls/Minutes)					
Anytime	29	176			
Night/Weekend	45	325			
In Network	40	207			
Out of Network	26	186			
International	12	84			
Roaming	0	0			