

Boosting Retention and Lowering Attrition



Challenges/Opportunities

A large Latin American issuer had recently implemented retention processes but lacked best practices for segmenting its customers or evaluating their behavior and strategic importance.

How We Helped

After diagnosing the issuer's current retention efforts, MasterCard Advisors recommended centralizing all retention activity, created tools to tailor retention offers so they were appropriate for each segment, and helped introduce consistent retention eligibility requirements. Advisors also trained inbound and outbound retention staff, created a win-back campaign for recent attritors, and improved reporting and agent evaluation through automatic call distribution systems training.

Results

The issuer realized a 17% boost in overall retention, a 12% response to its outbound win-back campaign, and a 12.6% increase in its inbound unit's save rate.