



AN UNCOMMON SENSE
OF THE CONSUMER™

NIELSEN FORECASTS EUROPEAN OPERATORS COULD RETAIN €1.6BN A YEAR IN SUBSCRIBER REVENUE FROM CUSTOMER CHURN IN TELCO

CUSTOMER CHURN MANAGEMENT

CHALLENGE

Today, out of the 1 billion mobile phone subscribers in Europe¹, on average, 26% of them rate their current provider poorly in terms customer satisfaction delivery².

This represents a staggering 260 million customers that are dissatisfied and vulnerable to churn in the near future.

Based on Nielsen data, we know that on average, 45% of dissatisfied customers will inevitably churn and switch to an alternate provider as a result of low customer satisfaction.

With an Average Revenue Per User (ARPU) of €241 across Europe, this represents a total of €1.6 billion in 'at risk' revenue for operators, unless they can turn around customers satisfaction levels.

SOLUTION

The Nielsen Listening Platform, along with its closed loop feedback solution, provides companies with the ability to engage, measure and act in real-time to turn dissatisfied customers into brand promoters, and therefore retain them.

Integrated at the heart of Operators' CRM systems, the Nielsen Listening Platform allows businesses to collect customer feedback in real-time after an interaction with any communication channel. Intelligent alerts are provided to staff notifying them of a customer complaint or poor experience, allowing the business to immediately contact them and remedy the situation.

The solution is scalable and flexible to meet the needs and dynamics of any business wanting to drive commercial value through the experiences they wish to deliver for their customers.

A CASE STUDY EXAMPLE:

After implementing Nielsen's closed loop feedback protocol, one of our telecom clients achieved the following business results:

- 35% improvement in Likelihood to Renew as a result of a callback from a team leader
- 17,000 at risk customers saved
- Over €10M in revenue retained

The company's improvement continues, 36 months after implementation, they have achieved a churn rate that is two-thirds lower than the industry average. Furthermore, they have the lowest customer complaints in the industry, with the nearest competitor having 10x their complaint volumes.

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¹SOURCE: GSMS

²SOURCE: Nielsen/ResponseTek analysis