

Client loyalty and withholding

Enero 2.008

EDIFICIO DIGITEX
GUATEMALA, C. A.
www.digitexca.com
www.grupodigitex.com



Initial Situation

Client's needs:

- The existing competitiveness in the telecommunications market, with its penetration rates close to 100%, forces telecommunications companies to introduce fidelity strategies based on more attractive product offers for the market, as well as the constant evaluation of client perception.
- To achieve not only the positioning of the brand and the product of the company, but also the hegemony of the market.
- Establish system controls, based on Customer Relationship Management that allow to analyze the clients' consumption habits, and to design suitable products for each segment.
- Reach a majority of clients in defined periods of time.
- To control the flow metrics, the number of daily generated calls and effectiveness of contacts.
- To keep to majority of satisfied clients to avoid a client drain to the competition.

Keys to success

- Market studies, that make segmentation and putting result oriented commercial actions in motion easier.
- A permanent control system that insures the achievement of goals by means of design reports and control panels.
- Constant training on procedures like:
 - Information interpretation that the client provides
 - Script follow-up according to what clients answer
 - Codification according to the clients answers
 - Appropriate language usage according to the clients' profile type.
 - Handling objections
 - In-depth knowledge of the different service plans
- To introduce an adequate information system, for the needs of the project, that includes:
 - Automatic data bases loading.
 - Visualization of all fields included on the data base for an effective support to the agent when he is speaking to the client.
 - Preliminary reports to measure effectiveness.
- Quality control that includes the verification of:
 - Expression manner
 - Voice manner
 - Courtesy and kindness
- Interest for the call



Obtained Results

- We achieved the goals, on a quantitative level as well as on a qualitative one.
- The contract with the clients is always developed under an operative excellence outline, which translates into fidelity and new product demand.
- Information acquisition of the clients' satisfying needs, which works as support for the launch of new products.
- Proactivity in the solution of clients' complaints.
- Management of clients' data bases, increasing the effectiveness of contracts during the direct marketing promotional campaigns.
- Better client coverage with different messages of fidelity that have been developed.
- Less client abandonment in having the necessary tools that help us satisfy the clients' needs and to know in advance his service expectations.

Developing areas:

- Application development that allows the automatic load of records, with the objective of having better operative efficiency.
- Recovery of inactive client lists.