CASE STUDY

Sagacity
Part of Accenture Song

Identifying High Cost Customers and Improving Their Value

Client

Major Telecoms Provider

Value Based Management

Client Problem & Impact

Our telecommunications client was experiencing high levels of technical support calls into their customer service technical support team but could not understand the root cause of the issue.

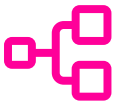
The average handling time was increasing, more resource was required in the customer service technical support team and the calls did not appear to be technical in nature.



Value Analytics



Cost to Serve



Informed Decisioning

How Did Sagacity Help?

Using our deep domain expertise and proprietary Value Based Management software, our team identified the high volume of technical support calls were eroding the value of the customer group from a particular demographic purchasing a certain type of handset in a major channel.

We demonstrated how this resulted in increased costs and had a detrimental impact on customer value for the client.

We provided the client with new insights to inform their decisioning which enabled them to introduce more cost-effective means of supporting their customers.

Outcome & Business Benefits

£1m opex saving

Using our insights, the client provided the channel with additional support and product training to help their customers at the point of sale.

This reduced the need for customers to call the 'costly' technical support team.

They also provided their internal staff with further product training to reduce call handling times.

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