

### **Membership**

This Membership Company operates a number of membership and discount clubs.

### **Challenges**

*Multiple Concurrent Programs, Legacy Mainframe Proprietary System, High Cancellation Rates*

The Membership Company wanted to improve retention rates across the board for their membership clubs. They also wanted to utilize different marketing approaches and business rules for different customer types, and were unable to handle multiple script flows with their internal system environment. They needed a partner who could integrate their systems and understand their business well enough to resell customers on program benefits and why they enrolled in the first place.

### **Solution**

*Rapid Cycle Testing™, Screen Scraping and Skills Based Routing*

IRT ran 5 concurrent programs for the Membership Company, in our Rapid Cycle Testing laboratory. A variety of scripts tested the customer's reactions to price points, suspension of billing, unbundling of benefits and other offers to determine exactly which script yielded the highest member retention. Our robust reporting illustrated the successes in multiple segmentations, by offer, length of membership, market category and even where within the transaction the save was achieved.

We developed a dedicated team of agents who became experts on the company's membership clubs and were also comfortable with the variable scripting that is inherent in the Rapid Cycle Testing™ environment. This core group enabled the company to ramp up and down various programs with trained agents already in place. We were also able to utilize skills-based routing and existing resources from the multiple programs to implement an inbound sales program with no incremental cost to the client.

By "screen-scraping" the CMS system at the Membership Company and integrating their technology into our Call Center Studio transaction, we were able to provide their customers with real-time account information. Further, because we rolled out ANI to query their database for customers' phone numbers, we were able to reduce our average handle time by 5%.

### **Result**

*Improved Retention Rates, Reduced Costs per Save*

Through our Rapid Cycle Testing™ laboratory, IRT was able to develop with the Membership Company winning scripts, that when rolled out into production were able to produce a first year ROI of over 100%. To improve efficiencies, we added an outbound component during slow inbound hours to increase retention and reduce the cost per save. We also tested incentive plans generating a more than 50% lift in



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retention rates. Through our understanding of their business model and program objectives, IRT achieved sales and retention results far exceeding the Memberships Company's expectations.