

CASE STUDY

Promotional Roll Off

Many companies acquire new customers using a promotional offer, usually with a heavily discounted price point that runs through a certain period of time. But when the promo expires, that price point increases and customers are left confused - and not happy. As a result, many will simply leave for a competitor.

The GOCare Advantage

GOCare recognizes the importance of retention and uses proactive, transparent and timely messaging to combat churn. Through our subscriber "opt-in" service, we are able to remind your customers of upcoming bill changes.

REAL-WORLD SCENARIO

GOCare studied a partner's major market churn rate over a 16 month period. This was a major suburban market of a large MSO. During that time, our partner lost approximately 2.1% of their subscriber base per month. The chart below illustrates the reasons customers gave for leaving and % for each.

REASON	PERCENTAGE
Non-Pay Disconnect	36%
Transfer - Move Out System	28%
Competition - Another Provider	18%
Disconnect - Reliability	8%
Disconnect - Price/Not Competition	8%
Temporary/Other	2%

Of churned customers, **less than 9%** were GOCare (opt-in) Subscribers. Over 91% were not opted-in to receive GOCare messages.

TRANSPARENT COMMUNICATIONS

Within this study period, GOCare delivered promotional roll off reminders to opt-in subscribers beginning 30 days prior to the end of their promotion. **In all, over 85% of GOCare Subscribers who received our roll off message remained active.** GOCare subscribers that did leave, most were terminated for non-payment or moved out of the area.

REASON	PERCENTAGE
Non-Pay Disconnect	41.4%
Competition/Price	26.6%
Transfer - Move Out System	24.5%
Disconnect - Reliability	6.6%
Temporary/Other	0.9%

GOCare's promotional roll off reminders provided clarity, which lead to better customer experience and improved retention for the company.

Contact sales@gocarecx.com for more information or to schedule a demo.