

Media | Entertainment | Cable Customer Retention

VOICE SELF SERVICE (VSS)

Nexxlinx VSS automates customer returns and delivery tracking, saving **75%** off live associates handling this redundant activity.

CRM

Nexxlinx has developed detailed business requirements for CRM Interaction. Recently, Nexxlinx successfully made sweeping custom changes to an off-the-shelf packaged software solution to meet client needs.

COMMUNICATIONS INFRASTRUCTURE

BCI technology – a hosted contact center platform using VoIP technology effectively extends contact center seats *anywhere*

LIVE OPERATOR SUPPORT

Nexxlinx contact center associate and fulfillment staff can meet all operations requirements.

Call Today At
(877) 747-0658
Or Visit us Online at
www.Nexxlinx.com

The Nexxlinx Retention Program is one of the best in the industry. A key component to effective Customer Retention is motivated Associates, trained to save, and then to sell. Our Associates are incentivized, both by Nexxlinx and various clients. The contact center atmosphere is lively, encouraging, and lightly competitive. We keep morale high and attrition down with reward programs that vary by client and Associate level. Nexxlinx uses a recruitment strategy designed specifically for the contact center environment, which enables us to seek out and hire the right Associate for the job. This why our save rates are consistently **70%** or better. Our Associates not only "win" the customer back but also establish a rapport that turns that dissatisfied customer into a loyal one.

Why Nexxlinx

- ◆ **Workforce** - Highly Skilled Associates with Extensive Product Knowledge
- ◆ **Quality/ Life Cycle Management** - Monitor, Measure, Modify
- ◆ **Training** - Experienced Team
- ◆ **Technology** - State of the Art Virtual Infrastructure
- ◆ **Unique Price Model** - Onshore, Near shore and Offshore

Our Approach

Nexxlinx Associates are professionals. Our Associates use recognized skills and techniques to achieve outstanding results. During a typical customer contact, they will employ:

- Listening skills to understand overall customer needs and requirements (i.e. disconnect, downgrade, or drop)
- Communications skills to simply explain the best alternatives to meet the customer's needs.
- Sales skills to reinforce the value differentiation of the current service offered, and/or offer bundled price packages as well as promotional offers.

And we'll show you the results. Our Customer Service/Retention Teams have documented save rates of **70%** and above for a particular Retention program in our Media|Entertainment|Cable group.

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MODELING SUITE

Our platform provides the ability to "mash up" several technologies, even legacy technologies, to create a client specific application. Using this suite, we can easily build an application that allows customers to choose a method of communication: click-to-chat, click-to-call, or click-to-email.

INFORMATION TECHNOLOGY

Back End development of systems that transformed a traditional trouble ticketing system into a fully functional CRM application, then tied this application to client specific software, creating a Unified Desktop. This eliminated the need for agents to toggle from one program to another, improving work flow and efficiency, enabling agents to do more, in less time.

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Retention Example	January 09 – January 2010
Service Level	89.53%
Abandon Rate	0.87%
Save Rate	74.26%
Calls Handled	1.2 million+

The Nexxlinx team is Results Driven. Our primary goal is to make the sale and win the customer back, using a focused Retention/Sales Model process. This solution is delivered at a unique price point that yields *immediate impact*.

Nexxlinx Retention Process

Dedicated "Best in Class" Retention/Sales Team

Certified Trainers

Training Approach

- Nexxlinx Training Model (Sales, Satisfy, Succeed)
- Ensures excellent Salesmanship Skills
- Includes strong competitive awareness
- Emphasizes team quality

Nexxlinx offers more than Customer Retention!

Our Associates are cross-trained to handle any manner of Customer Service and Support tasks. These Services include:

NEW CUSTOMER AQUISTION

- Appointment Setting
- Client Acquisition
- Video
- HSD
- Telecom
- Order Entry
- Welcome Calls
- Installation Verification

CUSTOMER SALES/RETENTION

- Customer Service
- Cross Sell/Up Sell
- Digital
- HSD
- Telecom
- Premium
- Customer Surveys
- Win-back Programs
- Technical Support
- Data Entry

CUSTOMER OPTIMIZATION

- Cross Sell/Up Sell
- Analog to Digital
- Premiums
- Data Entry
- Bundling