



# Improving Customer Retention with with VoIP Analytics Case Study

*How a Healthcare Provider Reduced Churn by 30%*

## THE PROBLEM: HIGH CUSTOMER CHURN

- Frequent unresolved complaints frustrated customers.
- No system to track recurring issues or customer pain points.
- Difficulty prioritizing which issues to address first.



## THE SOLUTION: KEYWORD TRACKING AND INSIGHTS WITH VOIP ANALYTICS

- Implemented keyword tracking to identify common complaints.
- Used analytics to prioritize recurring issues.
- Improved staff training based on customer feedback.



## THE RESULTS: RETENTION AND SATISFACTION IMPROVED

**1** Reduced churn by 30% by proactively addressing concerns.

**2** Improved staff performance and responsiveness.

**3** Increased customer satisfaction, leading to more referrals.

### WHAT THEY SAID:

“VoIP analytics helped us see the gaps in our staffing and address them. Our customers are happier, and we’re not leaving money on the table.”