



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.”