EXP+ **Explore**

Sitel® Customer Retention Analytics

Understand your customers' needs to drive retention.

Identify and Target Customers at Risk of Churn

Customer retention analytics identifies customers at risk of churn and the factors driving their behavior. This enables your business to develop targeted win-back strategies, address at-risk customers and drive business growth.

Sitel® Customer Retention Analytics allows you to create optimal win-back offers as well as deliver real-time agent guidance.

Sales Growth

Retain customers with cross-selling opportunities.

Customer Satisfaction

Ensure customer needs are addressed, driving customer loyalty.

Product Development

Create new packages tailored to the needs of at-risk customers.
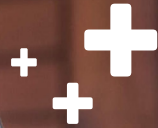
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Bring your Data to Life

Through advanced interaction analytics including speech and text mining, Sitel Customer Retention Analytics brings your unstructured data to life, enabling you to drive effective, efficient customer retention activities.

Seamless Integration

Sitel Customer Retention Analytics draws on solutions from across Sitel Group®'s EXP+™, including Sitel Agent Real-Time Support and Sitel Digital Agent, which offer easy to implement solutions to the gaps Sitel Customer Retention Analytics may highlight.
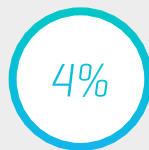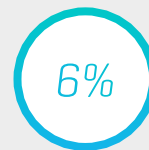
Measurable Results

Understand your customers' needs to drive retention.

8% Increase in Customer Retention

4% Increase in Take Rate

6% Reduction in Repeat Calls

Source: Sitel Group® Data, 2019-2020