Retention Conversation

2 TO 4 STEPS TECHNIQUE FOR AGENTS

START

STEP 1
Agent probes to find the root cause for cancellation

STEP 2
Agent offers a rebuttal with benefits, value or education statement and/or solutions where applicable

CUSTOMER ACCEPTS

SAVED

CUSTOMER DECLINES

STEP 3
Agent probes for technical issues or other potential reasons for cancellation, when applicable

SAVED

CUSTOMER ACCEPTS

STEP 4
Agent presents an appropriate benefit, value or education statement and offer solutions based on probing

Agent to guide Customer through online cancellation process

NOT SAVED

CUSTOMER DECLINES