



_experience the commitment



Churn Management

Corporate profile

Founded in 1976, CGI is a world-class leader in information technology (IT) and business process services. Through our focused industry expertise in financial services, government, healthcare, telecommunications, utilities, retail, distribution and manufacturing, we offer end-to-end services including systems integration, strategic consulting, business solutions and the full management of IT and business functions.

Backed by a rich heritage, global delivery capabilities and a strong financial position, CGI has a solid track record of on-time, on-budget delivery and high-value repeat performance. Rooted in quality and management processes, our goal is to fully meet client objectives, serving as an accountable, flexible and objective partner.

We approach every engagement with one objective in mind—to help clients win and grow.

Your partner throughout the customer life cycle

Churn can occur anywhere in the customer life cycle, so every touch-point provides an opportunity to increase customer loyalty. At CGI, we take a comprehensive view to ensure that each contact point is evaluated as an opportunity to reduce churn—from acquisition to termination and potential win-back.

CGI integrates five key disciplines in our churn management program:

1. Customer information management
2. Customer strategy development
3. Value proposition creation
4. Customer operations
5. Customer contact management

Customer information management and customer strategy development ensure that data mining techniques, predictive modeling, and customer segmentation result in differentiated strategies that are relevant to the individual customer. Value proposition creation, customer operations, and customer contact management ensure that these differentiated strategies are consistently implemented through multiple, integrated channels.

Incorporated into our five-discipline churn management framework is our multi-faceted solution that links customer contact channels with advanced decisioning tools, data warehouses, legacy systems, and other necessary components. Using these capabilities, analytical insight translates into cost-effective and consistent actions. In addition, we incorporate a continuous learning and feedback loop that is essential to measuring the effectiveness of churn management initiatives and adapting them to meet changing customer demands and overall market conditions.

Program components

Covering the entire customer life cycle, our offering encompasses:

- Churn pilots and quick wins—Allows rapid implementation of churn initiatives using a low-cost, high-value approach
- Product and rate plan analyzer—Determines an optimal plan for each customer, and empowers reps to up-sell and cross-sell

Your partner throughout the customer life cycle

- Rapid Strategy Evolution™—Enables rapid strategy changes using champion/challenger evaluation
- Forecasting and simulation—Forecasts churn susceptibility and timing, and enables simulated tests to determine the effect of new churn initiatives
- Empirical profiling—Uses data mining results to predict future behavior and determine segmentation criteria
- Model retention care centers—Facilitates establishment of call center procedures designed specifically to manage churn
- Marketing campaigns—Enables targeted marketing based on customer segmentation criteria
- Churn metrics dashboard—Allows measurement of churn actions and creation of a data store to generate timely churn scorecards and statistics
- Churn data mart—Creates repository for storing, mining, and reporting of churn-specific customer data

Flexible, comprehensive solutions

CGI churn management offerings enable you to tailor solutions to your specific situation. You can implement an offering for an individual channel or across multiple channels, or combine offerings for a more robust solution. In addition, pilot programs can be implemented to prove concepts, identify tangible improvements, and produce quick wins that build momentum for future initiatives.

This flexibility allows you to migrate to more sophisticated initiatives at your own pace, while achieving short-term financial benefits.

With more than three decades of experience in systems integration and development, CGI has the industry expertise and technology know-how to help you improve profitability across all customer segments.

Delivering effective customer loyalty initiatives

CGI offers a comprehensive and effective churn management program to help you retain profitable customers. We integrate best practices with technology tools, business processes, and industry know-how to deliver measurable results. With the CGI churn management program, you can:

- Identify high-value customers and reallocate limited resources to retain them
- Turn your invoice and operational processes into retention tools
- Translate customer analytics into effective churn management strategies
- Reduce order fallout and improve customer loyalty
- Enable continuous improvements throughout the customer life cycle

Business solutions through information technology™



ISO 9001 Certified

For more information: www.cgi.com

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