

Prevent churn and optimize customer relationships

With past retention efforts, businesses struggled to predict and prevent flight-risks, leading to a loss of customers.

The challenge? Efforts to manage customer retention have been reactive:

- Early signs of customer disinterest are often missed.
- By the time a customer moves on to your competitor, it's too late to bring them back.
- Trying to retain a customer at this point often wastes time and resources.

In these cases, you're not just losing a customer. You also lose opportunities for repeated conversions, along with the value of the time and money you invested to initially acquire and manage each customer — especially those with which you've built a long-term relationship.

There's a better way. Artificial intelligence now allows businesses to rethink portfolio retention with *proactive* decision support, optimizing current contacts and avoiding an increase in acquisition costs needed to find new customers.

Using data-informed predictive values, you'll understand each customer's behavior as it shifts and then know how to proactively prioritize and re-engage them to prevent flight-risks altogether.

Take control of retention with artificial intelligence

With ProPair's machine learning platform, we analyze 30+ dimensions for each record, including data points like their auto make and model, number of policies, credit history, time in home, home value, loan amount, etc.

We also measure the quality of each customer's interaction with sales and marketing. From this combined data, machine learning provides decision support to inform how you work each relationship.

Our model continuously looks at what the most common factors are for people who leave your business, versus people who stay, and then intelligently applies those patterns and predictions to your entire portfolio in real time.

ProPair predicts how a customer's profile will impact how likely they are to be a flight risk. With this decision support you can be proactive in targeting them with retention strategies.

- ✓ Target retention efforts based on who is a flight-risk and who is open to additional offers.
- ✓ Improve customer engagement, from initial to repeated conversions.
- ✓ Prioritize customers to guide sales activities.

ProPair optimizes retention efforts and prevents flight risks

Determine which existing customers are more likely to look for your product or service elsewhere, who is a flight-risk, and who you can retain.

By analyzing 30+ dimensions of customer data, ProPair's predictive values show exactly who to target for retention and marketing efforts. This helps you prioritize and nurture your entire database, not just new leads.

ProPair NUDGE keeps sales agents informed, notifying them to take the best actions as customer behavior changes, in real-time.

Our decision support provides automated and continuously updated predictive values, rather than manually managing stagnant rules, lists, or assumptions.

ProPair simply plugs into the current infrastructure and processes you currently have, (even if you're in the middle of revamping them) to enhance your system as it stands today.

How will you make the most of your portfolio with ProPair?

You have the expertise to optimize sales and marketing strategies. Act on those strategies confidently with ProPair's customized applications that provide intelligent decision support. Stay ahead of your competition, reduce acquisition costs and retain more customers.

ProPair RANK

KNOW EXACTLY WHICH CUSTOMERS TO FOCUS ON AND WHEN

ProPair RANK's Dynamic feature uses historic call and activity log data for each customer to provide predictive values that inform how you prioritize and target retention. Based on 30+ lead dimensions, ML predicts — and continuously learns — how likely a customer is to convert or leave, showing you when and how their value changes over time, not just when reaching certain milestones.

ProPair MATCH

KNOW EXACTLY WHAT SALES AGENTS TO ASSIGN CUSTOMERS TO

ProPair MATCH leverages historical sales team performance data and machine learning technology to get customers to sales agents most likely to retain and make additional offers at optimal times. Validate what's working within the sales team and simulate new strategies to improve performance and retention.

ProPair NUDGE

KNOW EXACTLY HOW TO OPTIMIZE SALES ACTIVITIES

ProPair NUDGE tracks changes in customer values and notifies the sales team so they can decide which relationships to work, allowing sales teams to know exactly when a customer becomes a flight risk or is ready for a new offer. Prioritization becomes straightforward and more customers are retained.

Start with The ProPair Challenge: Our free lead data analysis

See your data's integrity and assess your new leads, current customers and sales agents.

[Try The ProPair Challenge - FREE](#)