

# How Technology Companies Reduce Churn 50% on average with Vantage Group



## RESULTS

- ▶ **Vantage Group helps technology companies reduce customer churn by 50% on average.**
- ▶ **Vantage Group's proprietary strategies cut time-to-intelligence in half.**
- ▶ **Industry leaders, such as Equifax, see the proven value of the Vantage Group approach.**

Churn, the percentage of customers lost in relation to the customer base as a whole, is often a dreaded barometer of change for companies. But it doesn't have to be that way. Vantage Group consistently helps businesses cut churn with unique strategies that build market intelligence in half the time of traditional methods.

Equifax discovered the value of this market intelligence when they launched their own study of customer churn. Known as the Lapsed Subscriber project, Equifax turned to Vantage Group to help them build greater insight into why customers were leaving. "Vantage provides two key things," says Randy M. Latimer, Vice President of Strategic Marketing for Equifax. "One is their knowledge of our business. Second is the innovative approach they brought to the table to meet our requirements."

### Faster Intelligence

This innovation is manifest in how Vantage Group cut Equifax's time-to-intelligence. Read Ziegler, President of Vantage Group, shares, "We can reduce the data collection-component of market intelligence **from weeks to hours**,

Market Intelligence is critical to the foundation of what we're trying to do - develop a handshake with our customers. Vantage Group works with us in every step of this effort, and continues to be one of our premier partners.

*Randy M. Latimer,  
Vice President of Strategic  
Marketing for Equifax*

and ultimately **cut a project timeline in half**. This is important because with technology companies, things move very quickly, and it's critical that your intelligence support runs with you."

Equifax used the market intelligence delivered by Vantage Group to change course. "The Lapsed Subscriber project built our understanding of how we interact with our customers," shares Latimer. "We also identified the irrelevance of certain products and really debunked some of the hypotheses that we had. Our churn rate declined dramatically as we were able to put together a precise plan of attack that addressed those unmet needs out there."

### Minimizing Churn

"In a transaction or subscription-based business like Equifax, a drop in the customer churn rate of 50% or more is not uncommon," says Ziegler. "Our process enables our clients to develop an early warning system to identify potential churn. We answer the questions: 'What makes customers vulnerable?' 'When do they become vulnerable?' and 'How do we identify that

and fix it before they leave?' This ultimately results in a vastly **more profitable enterprise**."

Vantage Group is currently developing additional intelligence programs for Equifax. Randy Latimer sees this as part of an ongoing long-term strategic relationship. "Market intelligence is critical to the foundation of what we're trying to do—develop a handshake with our customers. Vantage Group has worked with us in every step of this effort, and continues to be one of our premier partners."

Ready for intelligence you can use? Call 404.418.1010.

