

News

Total continue to deliver exceptionally low churn statistics.

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Cheltenham based business to business telecommunications provider Total Ltd (Total) has consolidated its position in the market place, reducing its churn rate to a staggeringly low 8.19% in the midst of the recession.

During 2009, many businesses faced varying degrees of uncertainty due to the current economic climate. Telecommunications are an essential part of any business, so throughout last year, Total acknowledged that customers would be cutting costs and remained focussed on assisting its customers, where possible, through the difficult and challenging downturn.

As a result, in the most challenging marketing conditions, Total has reduced its churn level to 8.19%. This is a further drop of 1.01% compared to the churn level of 9.2% in 2008 clearly demonstrating that Total has been able to build on the foundations of a solid customer base, following its ethos of Communicate, Care, Deliver and Grow.

Many different factors have contributed to the continued fall in churn rate. Total are committed to regular reviews of customer accounts and as this is an ongoing process, it is easy to identify any surplus requirements and then streamline costs. Total also offer initiatives such as an optional online Helpdesk and YourView, the bespoke online billing platform, allowing customers to regularly monitor their own accounts.

Of course, Total has been realistic and maintained an understanding that job losses often equate to a loss in services. The Field Account Managers and Customer Care team regularly engage in proactive contact with customers, building up relationships over a period of years. Through close interaction with clients, Total is often alerted to this issue at a very early stage and steps are then taken to make the transition as smooth as possible.

The assistance and flexibility that Total is able to provide gives its customers confidence in a genuine, open and honest attitude which in turn perpetuates customer loyalty. By adopting an empathetic approach, working together, reviewing terms and maintaining clear dialogue with customers, Total should continue to produce low churn levels in the future.