



## StarTek Solution: Contract Extension Programs

Good customer relationships are only valuable if they last. The best way to improve customer retention and keep them loyal is to offer good products, be easy to do business with, treat them with respect, resolve their issues quickly, and provide multiple related products and services to increase the “stickiness” of the relationship. However, there are key moments in the customer lifecycle that pose retention risks. If something goes wrong during these instances, companies must take action to repair the relationship in order to retain their valuable customers. A risky part of retaining customers in subscription services is during contract renewal, but it can also be a time of opportunity. StarTek has helped clients enhance customer retention by reaching out to valuable customers and offering contract extensions and other special incentives. Not only is StarTek able to help retain customers, but we are also able to successfully up-sell and cross-sell new products and services

### StarTek Difference

**Delivery Optimization:** StarTek is a company dedicated to serving our clients and their customers. This culture, combined with our over 20 years of experience, provides the foundation for our clients’ success. We are flexible and design solutions around our clients’ goals, with the result that StarTek delivers superior results. Just ask our clients.

**Human Synergy:** StarTek’s Human Synergy model targets the right agent profiles during recruiting, screens candidates with realistic job previews and “best fit” analysis, delivers our solid sales training methodology to both agents and their managers, and ensures delivery optimization through our advanced performance management tools and approach. Finally, we provide an environment for career advancement that improves morale and tenure.

**Value-Added Technology:** StarTek’s VoIP-enabled infrastructure provides flexible and seamless delivery while our business intelligence platform provides superior reporting and analytics capabilities.

### StarTek Value

- Increase contract renewal conversion rates
- Improve customer satisfaction to increase retention and propensity to buy
- Increase cash flow
- Increase up-selling and cross-selling
- Reduce cost per call

### StarTek Choice

StarTek offers our clients a variety of multi-channel customer interaction capabilities including voice, chat, e-mail, and back-office support. In addition, we offer several delivery options located in the Philippines, Canada, and the United States, which includes our hub-and-spoke delivery platform, StarTek@Home agents.

### Case Study

**Challenge:** One of StarTek’s clients had acquired another company, and a critical business objective was to retain the customers of the newly acquired entity. The goal was to establish a service renewal contract with each of the targeted customers.

**The Solution:** The StarTek team devised a plan that outlined each department’s actionable items and provided processes and procedures to drive results toward maximizing conversion rates. StarTek also implemented daily internal communications to inform all levels – from agent to management – on where we stood in achieving our client’s objective. This enabled us to consistently review and adjust our approach as needed to ensure that we were on track to achieving the desired results.

**The Result:** StarTek delivered 16% of overall contract renewals, while providing support for only 11% of call volume. Additionally, StarTek consistently outperformed the competition, delivering results on average between 20% and 35% better than other solution providers. Cash flow for the company also increased by more than 30% due to the program.

### Client Testimonial

*“You have an excellent team from management to front line. It is a pleasure to work with them. Very impressed with your flexibility and responsiveness.”*

*Program Director  
Regional Communications Company*