

## iMPACT LTV™ Case Study: RETENTION



**SUMMARY:** An iMPACT™ online retention campaign yielded 57% ROI in 9 months.

**CLIENT:** Energy retailer with residential and commercial book in IL, OH, NJ, TX.

**GOAL:** Determine value of online channel for retention.

**PROGRAM:** Sent iMPACT LTV™ usage reports to 10,000 customers. After 6 months included renewal offerings to 3,000 that were on a variable rate or near expiration of fixed rate. No incentives were offered (rewards, bill credits, lower rates, etc.). For fixed rate customers, escalated urgency across cycle of 90/60/30/7 days before expiry.

**RESULT:** 15% of targets renewed online over 3 months. Offline retention also improved significantly.

**ROI:** Total cost of the program was \$25.5k. Savings totaled over \$40k, generating 57% ROI in 9 months via online alone.\*

\*ROI excludes spillover value (off-line retention, brand building, word-of-mouth referrals, etc.)