

# \$6M of customer cancellations saved

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## Problem

- Only 12% of customers ringing call centres to cancel orders were dissuaded from cancelling

## Objective

- Increase the % of customers dissuaded from cancelling to over 20%

## Results

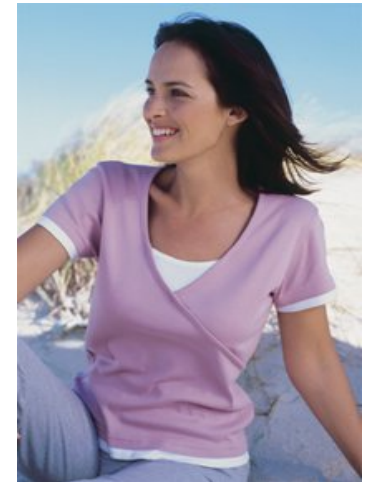
- 7000 non-value added call transfers eliminated, freeing advisor time to pass cancellation calls to call saving specialists
- Call centre and advisor performance variation reduced
- Manning levels flexed to meet call demand

## Business benefit

- Cancellations saved increased by 100% saving \$6M per year
- Central cancellations team set up to replicate solution & reduce cancellations in other brands



Specialist



Cancellation saved