



Media | Entertainment | Cable

CUSTOMER RETENTION/INBOUND SALES

Nexxlinx Global Contact Center Locations

GA, NY, TX, CO
Netherlands, India,
Philippines.

Live Operator Support

Nexxlinx contact center associates and fulfillment staff can meet all operations requirements.

Communications Infrastructure

A cloud-based world class hosted contact center platform that effectively extends contact center seats anywhere.

Interactive Voice Response (IVR)

Nexxlinx IVR automates customer returns/delivery/tracking – saving 75% off live associates handling this redundant activity.

CRM

Nexxlinx has developed detailed business requirements for CRM interaction.

The **Nexxlinx Retention and Inbound Sales Program** delivers impressive results, turning unhappy customers into loyal supporters and prospects into profits. Our contact center associates are screened and tested to identify the best candidates. Then we train and mentor them, making sure they have the skills and confidence to handle demanding assignments. Finally, we keep morale high and attrition down with reward programs that vary by client and associate level. This is why we have demonstrated save rates of 80%, and we turn 45% of inbound leads into bottom line growth – all while fiercely protecting your brand.

Why Clients Choose Us

- **Unique Price Model** – Significant savings starting day one and throughout the term of contract
- **Performance/Results** – 80% save rates; 45% sales conversion
- **Workforce** – Highly skilled contact center associates with extensive vertical industry and product knowledge
- **Training** – Experienced development/delivery team
- **Technology** – State of the art cloud-based infrastructure
- **Experience** – 9+ years specific to media, entertainment and cable

Our Approach

Nexxlinx associates are professionals. Our associates use a combination of skills and techniques to achieve outstanding results. During a typical customer contact, they will employ:

- Listening skills to understand overall customer needs and requirements (i.e. disconnect, downgrade, or drop)
- Communications skills to simply explain the best alternatives to meet the customer's needs
- Sales skills to reinforce the value differentiation of the current service offered, and/or offer bundled price packages as well as promotional offers

Our Customer Service/Retention teams have documented save rates of 80% for a particular retention program in our Media| Entertainment| Cable group.

NEXXLINX

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Modeling Suite

Our platform provides the ability to "mash up" several technologies, even legacy technologies, to create a client specific application. Using this suite, we can easily build an application that allows customers to choose a method of communication: click-to-chat, click-to-call, or click-to-email.

Information Technology

Back end development of systems that transformed a traditional trouble ticketing system into a fully functional CRM application, then tied this application to client specific software, creating a unified desktop. This eliminated the need for agents to toggle from one program to another, improving work flow and efficiency, enabling agents to do more, in less time.

METRIC	JANUARY 09 – PRESENT (2010)
Service Level	89.53%
Abandon Rate	0.87%
Save Rate	75.26%
Calls Handled	2.2 million+

The Nexxlinx team is results driven. Our primary goal is win the customer back, or make a new sale, using a focused, proven sales process. Nexxlinx services are available at unique price points that deliver an immediate savings impact.

Beyond Customer Retention

Our associates are cross-trained to handle any manner of customer service and support tasks. These services include:

Customer Sales/Retention

- Customer Service
- Cross Sell/Up Sell
- Digital
- Premium
- Customer Surveys
- Win-back Programs
- Technical Support
- Bundling

New Customer Aquisition

- Appointment Setting
- Client Acquisition
- Video
- High Speed Data
- Telecom
- Order Entry
- Welcome Calls

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