

INCREASE PROFIT THROUGH RETENTION

US based energy company increases Retained Earnings by
\$13 Million using Ocenture products as a loyalty initiative



Evolution

Due to overall success of the program, client increased their customer retention initiative to include additional Ocenture products and is now offering services to enhance its overall value proposition.



Identity Theft

As a loyalty offer, client provided a complimentary Identity Theft protection program to increase retention thereby increasing the customer lifetime value.



Loyalty / Retention

Client initiative was to increase retention and align its offers with the overall economic driver of the business.



Results

Client increased Lifetime Value of the customers offered Identity Theft at a fraction of the cost to replace attrited customers.



Private Label

Ocenture provided a turnkey private label program for client allowing client's brand to be at the forefront of the user experience. Grow your brand, not someone else's.

FLEXIBLE PRODUCTS - MARKETING RESULTS



Private Labels



Branded Solutions



"Powered by" Solutions



Retail, Wholesale Products



You-Need-it-We-Build-it



Acquire New Customers



Strengthen Relationships



Increase Customer Retention



Increase Wallet Share



Differentiate from Competitors



Save Time + Money



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