

8% BeSci Win

School Stream
Reduce Customer Churn

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Category: Digital Communication App (Parent to Schools)

Project: Reduce Churn Rate

Client: School Stream. Australia. New Zealand. India.

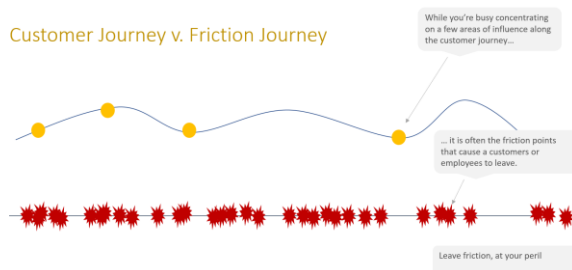
The Challenge

Schoolstream is a leading Parent to School communications App sending 10M+ notifications per month. They invested in Churn Zero to help identify potential schools at risk of churn. Despite this, the churn rate was higher than for the digital app category. We were tasked with reducing the churn rate.

The Power of Data + Friction

The data audit firstly discovered that the metrics the team had entered within churn were insufficient to flag potential attrition.

Next we facilitated a ½ Day Intensive with the Customer Success Team on the *‘The Disruptive Power of Friction + the EAST Model’*. Immediate quick wins were identified including reducing jargon. The team undertook a live Friction Sprint for 1 week from both internal and customer perspectives. As did we.



Prioritising Friction to Fluency

We find the framework of ‘Friction to Fluency’ is a positive, empowering and constructive process to allow for employee dissent. We all re-grouped to share and prioritise friction points. Independently all of the Customer Success Team identified a key design friction point in the product. There was also a tail of friction points. Yet resolving this major one would eliminate so many of the others, creating a fluent customer experience.

To the CEO’s credit she made the decision to reverse some design features that were not working positively. It became the #1 priority. The reprogramming of the design features would take 3 months.

Meanwhile the team identified where they could immediately eliminate other friction points. We facilitated a Friction Free Roadmap session - from customer on-boarding to the first 3 to 6 months of support. What was required, when. Plus how to provide this consistently across the team. BeSci was added where appropriate. The team set realistic monthly targets to reduce attrition.

Churn Hero’s

- Within 12 months the team reversed attrition rates by 8%.
- The Churn Zero software suppliers called the team “Churn Hero's”. They had never seen such a turnaround before.
- ‘Friction’ is a new and welcome term now applied within the company.

The 5 Empowering Steps to Win:

- Data Discovery Audit
- ½ day Intensive *‘The Disruptive Power of Friction’*
- 1 week Live Friction Sprint
- Regroup and Prioritise Friction Points + Actions
- Build the Friction to Fluency Roadmap with the Team

Data audits help to identify and solve the right problem

Creating a Friction Free culture transforms and empowers employees

Measured Results Matter

8%

Reduction in churn (attrition) rate over 12 months

“You are Churn Hero’s. We’ve never seen such a turnaround before”.

Churn Hero Customer Success Team

“In any SaaS business, customer retention highlights how well your product and services are performing. B.E. insights helped us identify strengths and weaknesses which became pivotal in improving the customer journey - delivering an impressive 8% increase in retention over a 12-month period.

Melissa, CEO & Founder

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Understanding the Brain is Your Business

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