



## Reducing Churn by 4 Times Among Internet Access Customers...

### Situation

A premier Internet access provider was losing subscribers to competitors. The company needed a deeper understanding of loyalty and churn drivers in order to better execute product, content, and usage stimulation marketing programs.

### Solution

Rosetta led the effort to identify segment-specific content preferences and usage drivers as well as three discrete Personality-based segments whose ISP needs and preferences were ideally aligned with the client's brand. This enabled the provider to prioritize, target, and tailor retention efforts more effectively.

### Results

- Rosetta's Personality framework identified a highly profitable group of Internet access customers that was four times less likely to churn.
- Through deep analysis, Rosetta also discovered a segment with five times more interest in provider-specific content.
- The client targets marketing resources and tailors messages toward high-loyalty Personalities, improving the efficiency of its marketing spend.