Reducing customer churn rate through elevated customer experience

Customer overview

The customer is a Fortune 200 streaming media company

Idea | **Discovery** | **Execution** | Acceleration

Customer's challenge

The client was experiencing **high churn rates** due to persistent technical issues, including extended app load times, delayed video start times, and frequent crashes. **Lack of a uniform application experience** across platforms further added to customer dissatisfaction. Additionally, the new **application releases were slower** in comparison to the competitors.
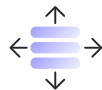
Our solution
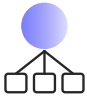
Re-architecting the application using hybrid technology stack (React Native) consistent across 14+ platforms (Roku, Web. Smart TV, Mobile, Firestick, etc.)

Revamping customer journey on the platform through detailed customer discussions and interviews
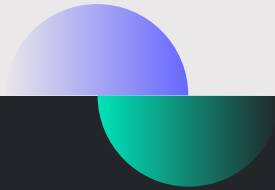
Moving application logic from **client-side to server-side**

Re-building the **middleware platform**

Automating test execution and software delivery process leading to faster application releases

Business impact

Enhanced customer experience

- **Unified application experience** across 14+ platforms

- Launched the revamped application on first platform **within 9 months**; and on subsequent 14+ platforms within 18 months; improved application releases **from months to weeks**

- **Reduced application downtime** from 18 days/year to 8 hours/year

Increased competitive advantage

- Launched the revamped application on first platform **within 9 months**; and on subsequent 14+ platforms within 18 months

- Decreased customer churn by **~50%** (14 points to 6 points) attributable to improved technical experience

Architecture for the future

- **Built highly scalable application –** the middleware platform supported 3B+ requests everyday and the service was actively used by 2.5+ million subscribers