ResultsCX

Outcome-driven
Media CX Solutions

Looking to boost retention and sales?

Despite the surge in subscriptions, churn is emerging as the foremost challenge for media companies. Empowered by a plethora of content choices, consumers are growing increasingly fickle with each passing day, demanding not just top-notch content experiences but also exceptional customer service. As media brands approach a growth plateau, accelerating subscriber retention will be key to profitability.

That's where we come in.

For nearly three decades, ResultsCX has partnered with leading media and entertainment companies, helping them drive high impact outcomes – Revenue Acceleration, Cost Reduction, and Next-gen Customer Experiences. Our award-winning approach helps brands prioritize CX investments and build digitally-influenced journeys, elevating the customer experience, improving loyalty, and driving growth.

Strong tenured partnerships with global brands

- ✅ Large multi-national media conglomerate – 15-year partnership managing all their sales channels, including 12 retention and sales LOBs

- ✅ Leading American audio company – 19-year partnership managing their account resolution and retention programs

Outcomes delivered

55% reduction in cost per sale YoY since 2020
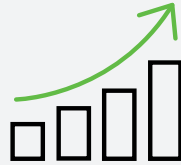
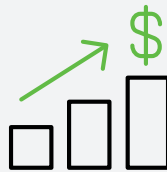**12%** increase in market share between 2020 and 2023

80% reduction in training time

$1.27Mn in annual revenues above all competing CX providers

220% increase in annual total equipment sales

**267%** increase in average units per sale

Do more with our secure, compliant CX solutions

Drive operational excellence

- **Increase efficiencies and reduce costs** with RPA, AI, and analytics.
- **Deepen engagement** with intelligent targeting, custom messaging, and multi-lingual capacity.
- **Scale effortlessly** with AI-driven agent hiring and training.
- **Increase customer satisfaction** using self-serve platform.
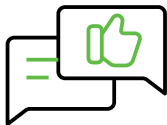
Deliver truly omnichannel experiences

- **Meet customers where they are**, personalize engagement – across Email, Chat, Text, and Inbound Voice.
- **Empower agents and increase productivity** with in-call- and after-call automation, and Next Best Actions.
- **Understand the voice of customer (VOC), and maximize Customer Lifetime Value (CLV)** leveraging advanced analytics – Speech, Churn, CLV, and Retention Analytics.

Accelerate sales and growth

- **Reach the right customer, on the right channel, at the right time** – lean into customer intelligence, customer segmentation, lead qualification, and omnichannel sales.

Service Offerings

Customer Servicing

- Customer Service (Queries, Resolution, Refunds & Complaints, Escalation Mgt.)
- Tech Support (Account Blocked, Language Change)
- Dynamic Agent Training Programs
- KYC & Due Diligence
- Sentiment Analytics
- Workforce Management
- Call Driver Assessment
- Repeat Call Analytics
- Process Automation & Optimization
- Omnichannel Customer Support

Lead Generation

- Customer Acquisition
- Channel Optimization
- Inbound/Outbound & Consultative Sales

Customer Retention

- Loyalty Program Support
- Customer Retention - Cross-selling & Upselling
- Customer Churn Mitigation
- Sales Renewals

Partner Success & Retention

- Content Moderation
- Review Moderation
- Translation Services (Dubbing, Subtitling)

Set up on Platform

- Content Management - Support

Why ResultsCX

As a Customer Experience Management (CXM) leader, we partner with some of the most recognizable media and entertainment brands, receiving accolades such as **"Partner of the Year", "#1 Partner for Telesales", "#1 Partner Location for Tier 1",** and **"#1 in Client Revenue".**

- **Cost-effective and scalable operations** – Sizeable agent pools and proven workforce management model to quickly ramp up or down, and seamlessly manage seasonal spikes.
- **Innovative training** – AI-driven hiring, training, and agent assist solutions for rapid speed-to-proficiency, brand alignment, and performance.
- **Holistic CX solutions** – End-to-end omnichannel engagement, including social experience management – social listening and response, reputation management, community/content moderation.
- **Empowered agents** – Our Agent Assist solution SupportPredict leverages Generative AI, automating and optimizing processes, reducing cost to serve, and elevating agent and customer experience.
- **Consultative approach** – Focus on continually improving business outcomes by delivering resolution-centered CX.
- **Multi-language support** – Customer support capabilities in 16 languages across 50+ countries.
- **Smart back office** – Intelligent automation, document processing, and analytics to drive greater value across the customer journey.
- **Security leadership** – Our operations meet or exceed all major regulatory and security best-practices standards in the industry. Since early 2021, we have been ranked higher than 99% of the largest 1,000 US companies by Bitsight, the global cyber risk management leader.

20+ Clients	**7500+** Agents	**2,250+** Cable & satellite TV practice agents	**3,500+** OTT / Audio & video streaming practice agents

To learn more about how we can help you drive exceptional customer experiences that build loyalty and drive growth.

Visit our website **resultscx.com**

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