AnswerOn Pilot

Includes:

- ✓ Custom-built model
- ✓ A Virtual Focus Group
- ✓ Control Group: Validation of ROI and AO prediction capabilities
- ✓ 100% transferable to deployment
- ✓ Money-back guarantee on prediction capabilities

Data Requirements are Simple

No confidential or personal subscriber data is ever delivered to AnswerOn.

60-90 Days in Length

Easy to Implement without any changes to your existing infrastructure

Sign MNDA → **Data Delivery** → **Pilot Begins** → **Data Analysis** → **Model Completed**

Virtual Focus Group

Online, anonymous VFG of agents or subscribers who are likely to leave, but have not left yet. Offer testing and discovery of agent or customer pain points.

VFG → **Control Group**

To demonstrate our ability to accurately predict churn and validate ROI numbers.

Model Retrain → **VFG Report** → **AO Index** → **Final Report** → **Retain Agents or Subscribers**

Data Meeting

Discuss the accuracy of the model, key data findings, and comparison on the AO Index.

VFG Meeting

Discuss trends and action items uncovered during high-risk focus group.

Review Pilot Results and Projected ROI. Determine Next Steps.

ANSWERON

© AnswerOn, Inc. | Confidential and All Rights Reserved