Evergent Captivate Product Suite

Solve any churn management challenge and keep those customers you've worked hard to acquire

Love the ones you're with: It costs businesses up to five times more to attract new customers than to retain your existing ones

Tackle the challenge of customer churn from every conceivable angle for subscription businesses with our multi-pronged suite of churn-centric solutions. The Evergent Captivate Product Suite equips you with specialized tools to reduce voluntary and involuntary churn, analyze and enact proactive measures, reduce payment failure and optimize the customer experience to improve your customer lifetime value (CLV).

Why Evergent?

Our advanced AI/ML-enhanced capabilities deliver proven predictive analysis to combat any voluntary and involuntary churn scenario.

The Importance of Churn Management

Customer churn is an ongoing concern for subscriber-based service providers, and comes in many forms. Voluntary churn happens when a customer chooses to end a subscription. Involuntary churn is typically beyond a customer's awareness. The ability to reduce, predict and analyze any churn improves customer loyalty, product & service offerings and your bottom line.

Captivating Capabilities

Voluntary Churn Management

- Pause and Resume
- Loyalty Programs and Promotions
- Strategic Consumer Communication
- Lower Value Package Charging
- Winback Offers
- Loyalty Points
- Cancel Deflection

Involuntary Churn Management

- AI-based Churn Prediction
- Prepayment Attempt Communication
- Pre-Dunning Communication
- Account Updater and Auto Charging
- AI-based Intelligent Payment Retries
- Enhanced Capture Techniques
- Varied and Longer Payment Terms with Discounted Pricing

# Evergent Captivate Product Suite Components

Captivate Flow

Deflect cancellations and reduce voluntary churn through the configurable delivery of personalized offers

- Dynamic Deflection - Create a personalized and layered end-to-end cancel flow optimized for retention and saved revenue

- Configurable Campaigns - Ability to configure the necessary targeting rules to retain customers without involving technical resources

- Performance Analysis - Improve your business and upstream retention by analyzing the impact of high-performing retention offers across multiple categories

Captivate Smart

AI-based technology in action to reduce customer collection failures through intelligent retries
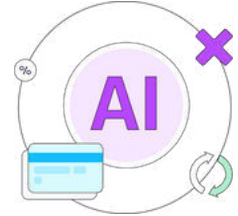
- Understand and Evolve - An intelligent understanding of all types of payment failure to recover up to 70% of those failed payment transactions

- Revenue Savings - Save the bottom line through retention given the high cost of customer acquisition

- Enhanced Customer Experience - Reduced customer visibility of failed payments and minimized retry attempts for an optimized experience

Captivate Proact

Put technology to work for you to analyze customer data and avert churn before it happens
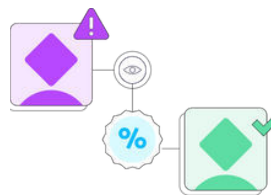
- It's "Minority Report," But For Churn - Our advanced machine learning model predicts churn and triggers an appropriate promotional response

- Understand Customer Inside and Out - Intelligent insights on churn candidacy potential via payment failure, affordability, billing information validity and more

- Exploratory Data Analysis - Employment of solutions including anomaly detection, customer personas and recommendation engine to the benefit of your business

Captivate Essentials

A multifaceted toolkit of features and functionality to proactively prevent both voluntary and involuntary churn
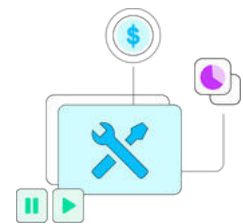
- Loyalty Rewarded - Provide your customers with the ability to accrue and redeem loyalty points

- Segmented Service - Personalize your customer experience with offer displays aligned with specific customer segments or categories

- Dunning Treatment - Put advanced dunning rules to work for you by setting up retry configuration according to payment type