Retention 2026 Call Flow

Ask the Reason for the Disconnect

Always ask why! Apologize or show empathy, and either ask the reason for the disconnect or restate the reason given for the disconnect

Select a reason below for help asking the right questions; be sure to come back here for Customer Retention Steps

- Competitor? Ask Probing Questions
- Moving? Get the New Address
- Technical Issue? Ask for Details
- Service No Longer Needed? Ask the Reason

Review the Account

Review the customer's current services

- What is the overall monthly cost of services?
- What speed does the customer have?
- What extra channels do they subscribe to?
- Use **descriptive words** to explain the customer's services
    - **Lighting-fast** internet
    - **Robust** channel lineup - something for everyone
    - **Fast**, **reliable** mesh Wi-Fi to connect your **entire** home
    - Mobile on one of the **largest** and **most powerful** nationwide 5G networks to connect you to your world with **speed**, **performance** and **reliability**
- Ask **questions** to know the **type** of conversation to have

Dig Deep into the Conversation

Is it due to Price?

If the customer is switching to a competitor:

- Ask where they are going
- Find out the type of service they are receiving

- Ask how much are they paying

Is it due to Moving?

If the customer is moving:

- **Acknowledge** their move with **positive** affirmation and **ask for the new address**
- Determine whether the address is **serviceable**
- If it is **serviceable**, offer to transfer the service

Is it due to Service?

- Show empathy and **determine** or **confirm** what **service issues** they have had

Right Size and Mobile Offer

Evaluate Video Usage: consider how often additional TVs are used to identify opportunities for reducing unnecessary expenses

Channels: is the customer watching the channels that they subscribe to?

Speed: is the customer's internet speed a good fit for their needs?

Optimize Mobile: Astound can save the customer overall household expenses by offering our Mobile services

Quick Links for Packages and Pricing

- Pricing Sheets - Standard and Retention Offers all-in-one
- Care Team Retention Good, Better, Best at-a-glance
- Retention Team, Outbound, OES Good, Better, Best at-a-glance

Offer the Best Retention Option

Understand Customer's Price Concerns: Begin by addressing the

customer's specific price-related concerns to ensure your offer aligns with their budget expectations.

Analyze Competitor Offerings: Compare your services to competitors, emphasizing unique advantages that make your offer more appealing and valuable.

Highlight Speed Advantages: Showcase how your solution provides faster results or services, meeting the customer's need for efficiency and timeliness.

Emphasize Affordability Benefits: Stress the cost-effectiveness of your offer, demonstrating how it delivers exceptional value without compromising quality.

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Overcoming Objections

- **Understand Customer Concerns:** Engage the customer by asking open-ended questions to uncover their specific challenges and reservations about the offer.
- **Apply Feel, Felt, Found:** Use this empathetic approach to relate to the customer's concerns and provide reassurance through shared experiences and solutions.
- **Clarify Misunderstandings:** Identify which aspects of the offer do not meet the customer's expectations and explore ways to better align with their needs.
- **Address Specific Needs:** Focus on tailoring the conversation to highlight how the offer can resolve the customer's unique challenges effectively.

Authenticate, Process and Close the Call

- Complete CPNI verificaiton if necessary
- Process the save or disconnect
- Explain the next steps clearly

Closing the call:

- Confirm the best option shared
- Thank the customer
- Reinforce ongoing support

The goal is to understand why a customer wants to disconnect by asking questions, showing empathy, and reviewing their current services and costs. Based on the reason—such as price, moving, service issues, or a competitor—you adjust services, suggest better options, and offer a strong, affordable solution. Finish by handling concerns, confirming the decision, explaining next steps, and thanking the customer for their time.

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