

REDUCING IN-HOME SERVICE CANCELLATIONS

A \$9-10M Transformation

Client: Fortune 500 Telecom

Fiber Internet Division

Lead CX Researcher: Sameena Khan



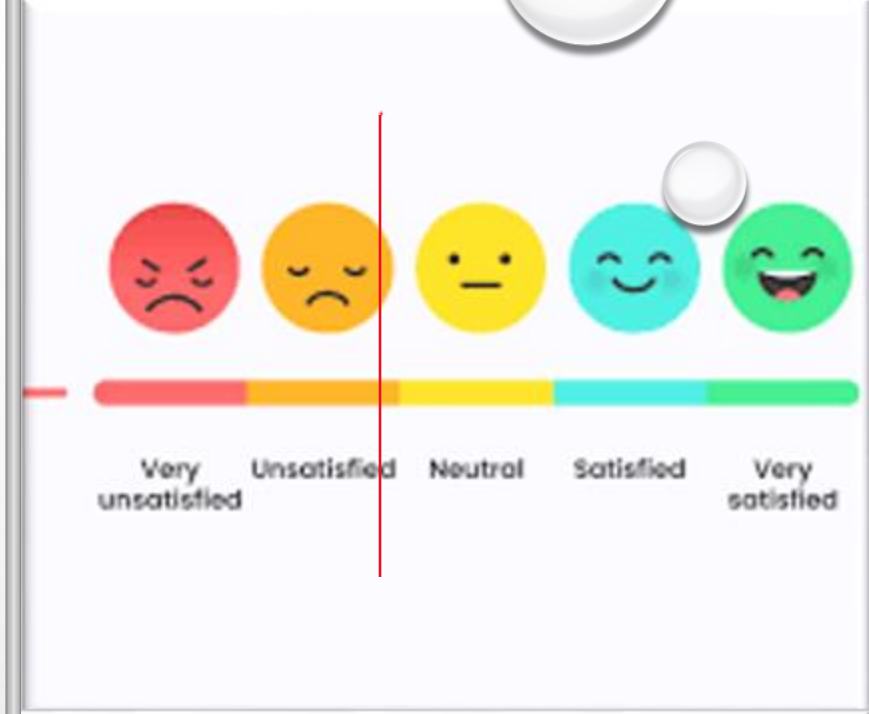
WHAT WAS THE PROBLEM?

\$8M Crisis

40% of customers canceled at in-home installation technician visits

Low CSAT (3.5/5)

Competitors like T-Mobile stealing customers due to easier pricing



HOW DID I APPROACH THE PROBLEM?

Research Foundations

Secondary Research: Non-buyer Survey Analysis |
Mystery Shopping | Internal Data Review

Stakeholder Map: Sales Consultants | Technicians |
Heads Of Sales, Product, Marketing, and
Installations

- **Later Stage:** Legal & Pricing



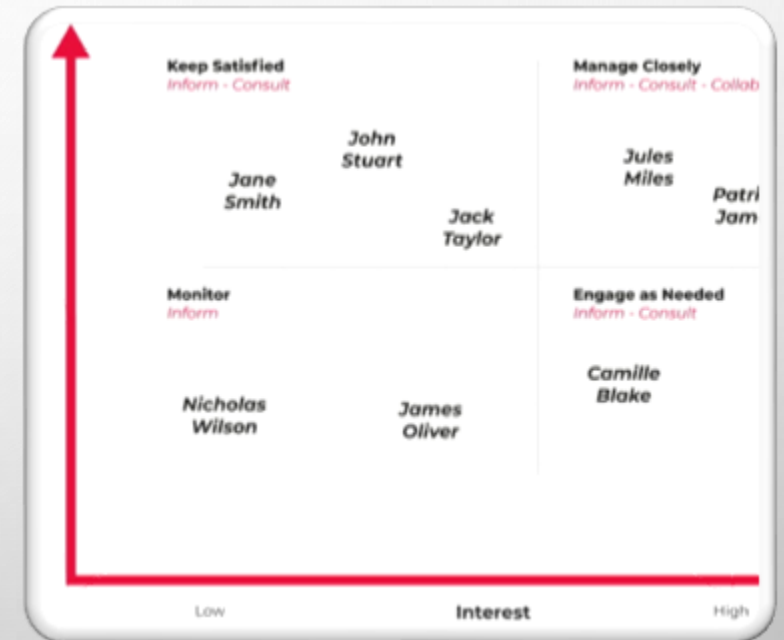
HOW DID I ALIGN STAKEHOLDERS?

Stakeholder kickoff: roles, responsibilities, decision-makers clarified

Refined research objective

Co-created key research questions

Set expectations: deliverables and updates








WHAT WAS THE ACTION PLAN?

Lean, Focused Methods Driving Action

Secondary Research & Competitor Analysis

Primary Research

- **Methods**
-  16 Non-Buyer Interviews → Uncovered pricing distrust.
-  12 Technician Shadows → Revealed sales-first culture.
-  12 Sales Call Audits → Found inconsistent disclosures.
-  56 Surveys → Quantified “hidden fees” as #1 issue.



HOW DID YOU GAIN STAKEHOLDER TRUST?

Conduct Stakeholder Interviews

Host cross-functional workshops (Product, Field Ops, Technicians)

Share early findings quickly
("low-fidelity" journey map drafts)

Co-create solutions with Technicians + Product teams
→ buy-in

Secure commitment to pilot A/B tests before full rollout



HOW I MANAGED THE PROBLEM

Translated Customer Pain Points Into Clear, Actionable Priorities.

Delivered **3 Actional Insights** Based On Customer Research Data Synthesis.

Partnered With Sales, Techs, Product To Redesign Pricing, Training, Technician Incentives, and Communication Flows.



RESEARCH INSIGHTS DELIVERY

1. Customers felt misled when real costs differed from the quoted promotional prices by sales.

2. Technician incentives prioritized upsells over trust.

3. Post-visit communication was confusing or missing.



My bonus depended on upsells. It made it hard to focus on what the customer needed...
Technician Larry

VISUALIZATION & SOLUTION DESIGN

Journey Mapping Phase

Solution Design Phase (Co-create ideas, validate with users/stakeholders)

A/B Testing Phase (Prototype, measure results)



I thought the price I was quoted was the final price — I didn't expect it to go up later.

I felt pressured to buy more services I didn't really need.”

3 TRUST-BUILDING SOLUTIONS

Transparent Pricing Tools

"Trust-first" Technician Training

Post-visit SMS Follow-up Clarity

Anchored Every Solution To Key KPIs
(Cancellations, CSAT, Revenue).

Expand your Wi-Fi footprint

Get Hyper-Gig speeds, complete coverage, and
guaranteed straightforward pricing

 **No Price Increase at 12 Months**

Limited availability in select areas. [See details](#)



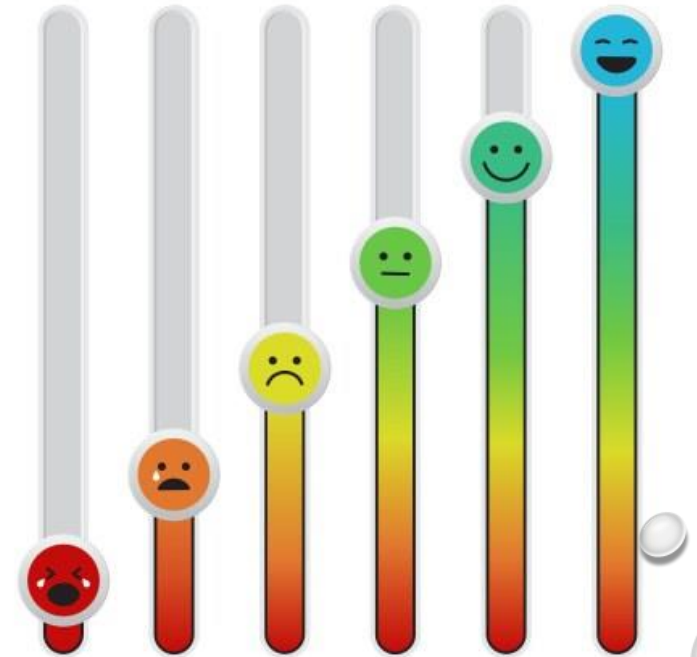
WHAT WAS THE OUTCOME?

Cancellation Rate: 40% → 12%

CSAT: 3.5 → 4.5/5

\$9-10M in annualized revenue

Technician satisfaction ↑



BONUS OUTCOMES: LONG-TERM IMPACT

- ◆ **“Ask the Expert” program integration**
- ◆ **Technician incentive redesign**
- ◆ **Post-visit SMS campaigns**
- ◆ **UX Designer research training**

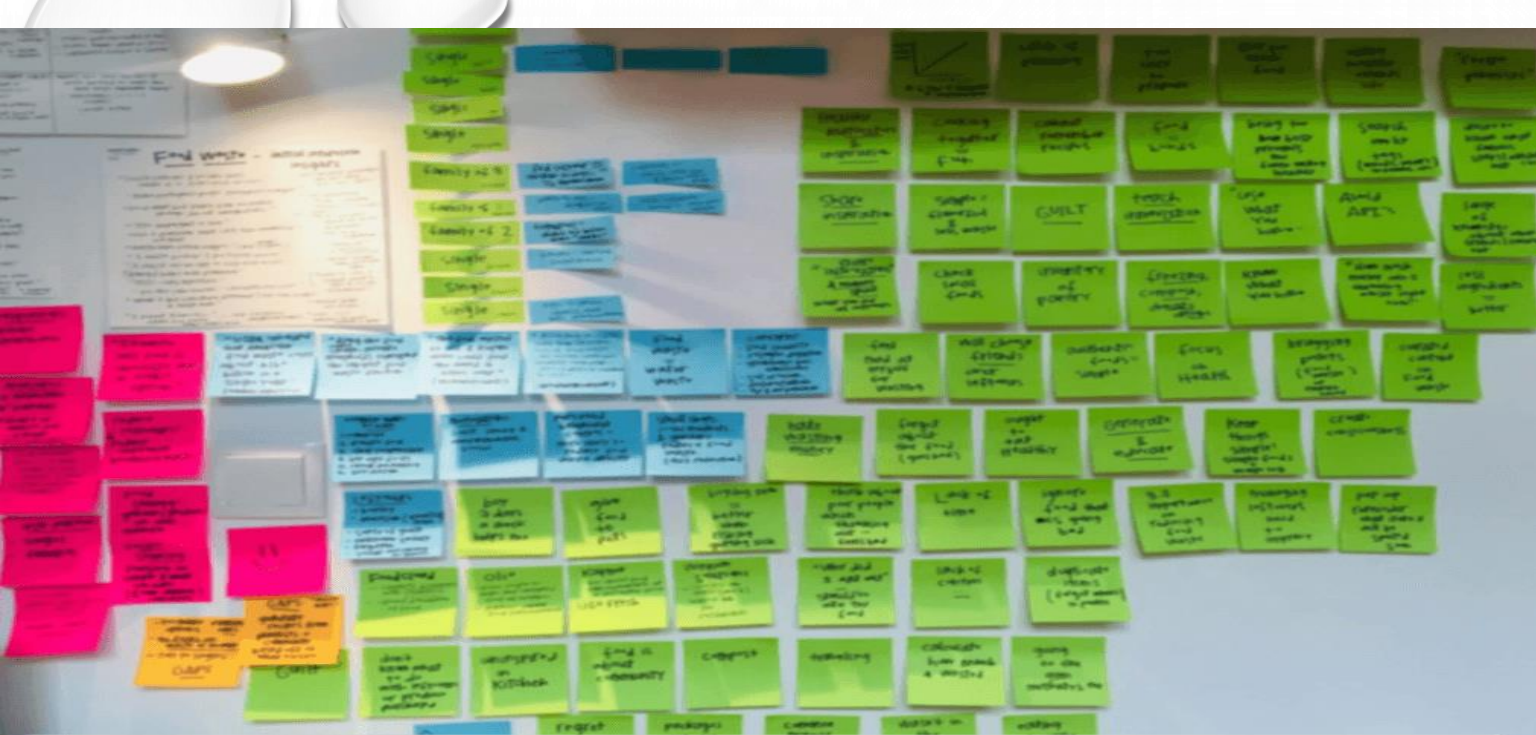
APPENDIX

HOW DID I MANAGE THE RESEARCH SYNTHESIS?

Data Collection & Synthesis

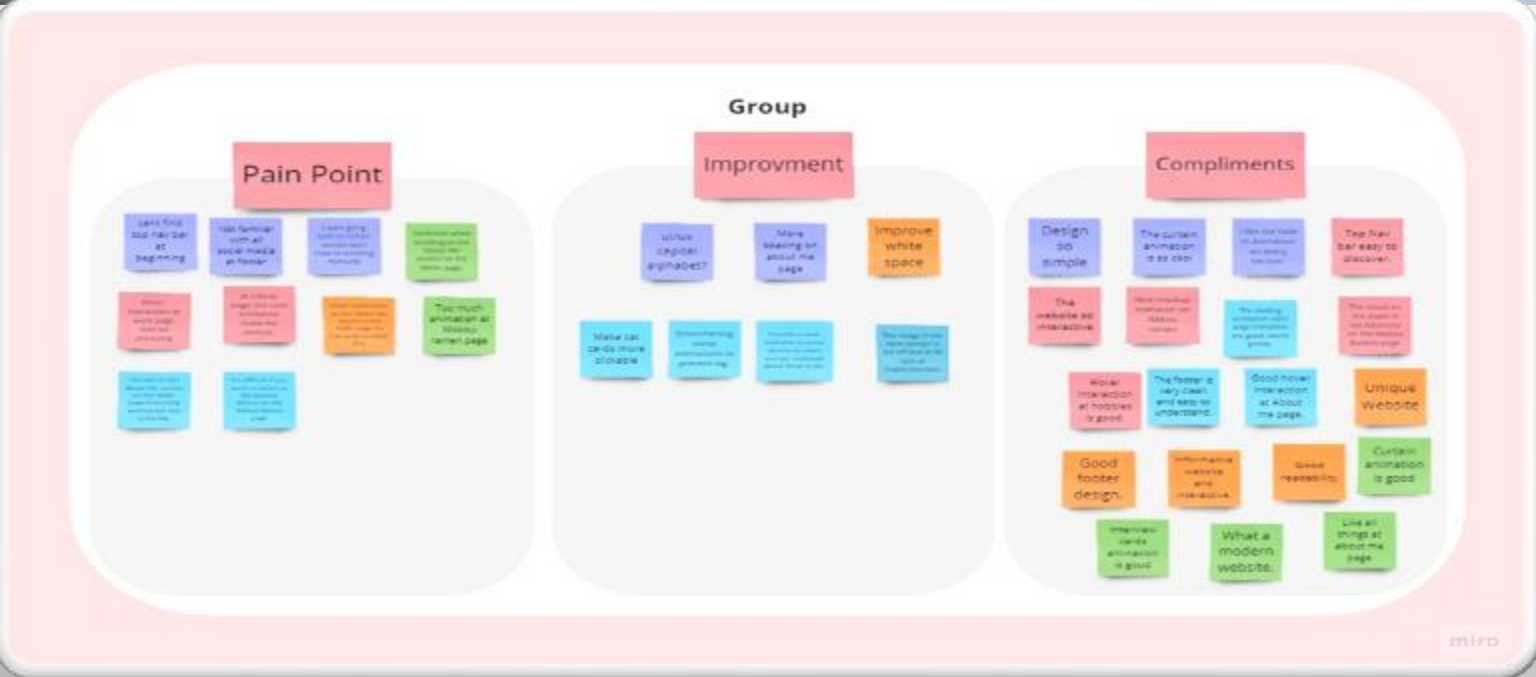
- Affinity Mapping, Theme Development, Quant Validation
- Invited Stakeholders to Collaborate
- Applied “3 Cs” Framework:
 - Connect The Data Points
 - Contextualize For Business And User Impact
 - Concrete Next Steps





Customer Journey Map

Phase of journey	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding an How can they feel
Actions What does the customer do? What information do they look for? What is their context?	Chris Starts to work remotely with the team	Connect social account Choose a plan Confirm free trial	Watch an onboarding video Explore workspace
Needs and Pains What does the customer want to achieve or avoid?	I want a way to collaborate visually We rarely collaborate	I understand how this can help me get my job done I don't give up any personal data I worry about having to pay before trying	I trust this can help me get my job done
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	Moe 😞	Sadie 😞	Hisham 😞
Opportunities What could we improve or introduce?	Increase the likelihood of active users joining the product, e.g. by creating a different pricing tier \$1000 \$500 \$250	Increase the conversion rate, e.g. by increasing the duration of trial period or active users \$1000 \$500 \$250	Reduce the effort needed to onboard new users, e.g. by implementing visual tutorials \$1000 \$500 \$250



Introductions in Usability Testing

- Keep it short
- Maintain clarity
- Provide context
- Use jargon-free language
- Avoid setting expectations
- Mention broken actions
- Encourage vocal feedback
- Check for errors



KEY TAKEAWAYS

- PRICE TRANSPARENCY IS NON-NEGOTIABLE
- TECHNICIANS ARE TRUST BROKERS, NOT SELLERS
- REDUCING POST-VISIT FRICTION BOOSTS RETENTION