

# How Star Tribune reduced call center strain and **improved their save rate**

## Strained call center unable to scale

Star Tribune was founded in 1867 in Minneapolis. Today, they're Minnesota's top source of local news and the 5th largest Sunday paper in the country. When the pandemic hit, they struggled to keep up with call center demand. They also struggled with meeting customers when and where they wanted to interact — often outside of call center hours. Online cancellation might have seemed like the logical next step, but without the ability to help solve customer problems at the point of cancellation, it simply wasn't an option.

## Enter ProsperStack.

## Self-service cancel added, digital stop-save rate grows to 18.5%

Star Tribune was able to implement ProsperStack in just a few days, making self-service cancellation possible. In their first year, they ran 15 A/B testing sequences on their flow to find their optimal business outcome, resulting in an 18.5% online stop-save rate. Like many other companies, they worried making it so easy to cancel would cause an increase in their subscriber churn rate, but they found the opposite to be true. Their online stop-save rate is 10% better than their call center.

Saving subscribers with just the right offer relies on Star Tribune's ability to conduct exit surveys and use conditional logic to match the right offer to the situation.

ProsperStack automates that capability and provides real-time data. This data provides tremendous organizational value, and making edits to their flow based on learnings takes only minutes.



**14.6%**

Offer acceptance rate



**18.5%**

Digital save rate

## Call center volume reduced significantly, freeing up valuable time

Star Tribune's Senior Manager of Engagement and Retention said, "ProsperStack is one of the most important and impactful things we've implemented in several years. It's got the most long-term opportunity to improve important metrics and adjust based on business priorities."

Cancellation flow software enables Star Tribune to engage with customers any time they're ready, not just during call center hours. That makes a real impact on their bottom line in terms of stop saves and call center volume. With the reduction in call center stop volume, staff can put those extra hours to use on more important tasks.

Start **retaining more subscribers** with ProsperStack. Book a demo today.



ProsperStack



Star Tribune