Champion-Challenger
Optimize your communication solutions to meet all your business goals

Champion-challenger is more than A/B testing. Champion-challenger describes the way an existing process, the champion, is routinely tested against one or more alternative approaches, known as the challenger. With well-defined goals, smart design, a robust sample size and other operational considerations, Intrado can optimize all your communication solutions to better meet your specific needs.

A Better Way to Test
• Optimize ROI with statistically proven outcomes instead of untested opinions or traditional practices
• Test multiple changes simultaneously with multivariate testing
• Understand the cause and effect of each adjustment, regardless of other factors
• Minimize risk and measure the value of isolated changes to CX and the bottom line
• Find new opportunities
• Combine multiple tests to understand correlation and causation
• Understand the business performance of historical transactions

Conducting more than 50 tests, Intrado helped a top nationwide pharmacy fill 8.8 Million more prescriptions in one year.

That adds up to about 8,300 hours of testing and approximately $132 Million
Proven Success

GOAL: Increase Mobile Options
A financial services company wanted to increase self-service via customers’ mobile devices. Previously, all calls for money transfers were sent to an agent, so Intrado sent 50 percent of calls to an agent and 50 percent to an IVR.

The IVR automatically generated new PIN numbers, which improved self-service success by as much as 14 percent and saved an estimated $3.9 million per year.

GOAL: Maximize IVR Containment
Intrado helped one business conduct prompt-level analysis of its IVR drop-out points and created tests by rearranging the IVR menu and adding new options.

The test resulted in a 30 percent decrease in agent transfers and $1.5 million saved in agent costs.

GOAL: Improve Self-Service Success
One IVR kept dropping calls when customers took too long to enter their order numbers, so Intrado analyzed the situation and increased the inter-digit time from 1.75 seconds to 4 seconds.

With an increase of 2.25 seconds, the company reduced customer frustration and achieved a 17 percent reduction in self-service time out.

About Intrado
Intrado, formerly West, is an innovative, cloud-based, global technology partner to clients around the world. Our solutions connect people and organizations at the right time and in the right ways, making those mission-critical connections more relevant, engaging, and actionable - turning Information to Insight.

Intrado has sales and/or operations in the United States, Canada, Europe, the Middle East, Asia Pacific, Latin America and South America. Intrado is controlled by affiliates of certain funds managed by Apollo Global Management, LLC (NYSE: APO).

For more information, please call 1-800-841-9000 or visit www.intrado.com/Customer-Experience

1. Intrado helps you design tests targeting a specific time of day, message frequency, key demographic or other variable.

2. Members of a control group receive the champion, while a random sample of customers are sent the challenger.

3. If the challenger performs best, it becomes the new champion. If not, a new test is designed. Either way, the cycle begins again by testing the entire solution or specific subsets that yielded interesting results.