



Challenge

Frontpoint Security approached V12 with a customer retention challenge. They were losing customers due to the fact that during a move, customers were cancelling their services and leaving the security equipment when they left their property, and then not signing up again at their new property.

Solutions



MoverMatch identified Frontpoint customers in each phase of a move (Potential Pre-Movers, Verified Pre-Movers, Post Movers) to email them with awareness messaging on how to transfer and/or purchase Frontpoint products and monitoring services.

Proven Results

- ✓ Matched an average of **7.7% Frontpoint** customers to MoverTech
- ✓ **+8% increase** with retention of current customers
- ✓ **9% decrease in cancellations**

Testimonial



"We've seen solid success with V12's MoverMatch in terms of customer retention. They quickly got us up and running with weekly data refreshes and have been a consistent and valuable partner since day one."