



Impacted Channels: All (Rep+)

Impacted Markets: All

Effective: Ongoing

Capturing the Customer's Correct Email and Account Information

🔒 **Secure your sale by capturing the correct information!** We've identified a key driver of early customer churn: **invalid or undeliverable email addresses**. Currently, 82% of new customers provide a valid email, but the remaining 18%—those with invalid emails—are churning at nearly twice the rate.



What this means for you: Capturing accurate customer contact information is critical to **securing your sale** and ensuring a smooth customer experience.

Why it matters:

- Incorrect email or account information can result in lost sales.
- Customers with undeliverable emails are significantly more likely to churn early.
- Accurate phone numbers and email addresses allow us to deliver essential updates and support a seamless experience.

How you can help:

- Always request and confirm the customer's phone number and email address during every interaction.
- **Verbally read back** the email address to ensure accuracy.
- Prioritize capturing a mobile number, as key updates are often sent via SMS.

Impact of incorrect information:

Providing inaccurate contact details can lead to:

- Payment issues and missed notifications
- Increased inbound calls and escalations
- Service cancellations and lower customer satisfaction
- Higher email bounce rates, which can impact delivery for all customers

What customers receive with accurate information:

Accurate contact details ensure customers receive:

- Order confirmations and welcome emails
- Self-Setup details via SMS
- Payment updates, appointment reminders, and gift card notifications
- Other important account communications

Capturing the right information upfront is essential to delivering a great customer experience and protecting your sale.

Thank you for your attention to this!

[Click here for full details on capturing the customer's correct information,](#)
[including communications sent to customers](#)

Have questions or feedback? We'd love to hear from you. Share your thoughts [here](#).

Thank you!
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