



Proven CX Business Impact

This CX case study was selected in September 2025 by an independent panel of CXPA judges for recognition of its demonstration of the positive business impact created through a customer experience focus.

CXPA Proven CX Business Impact: Optimum — Leveraging Customer Experience Transformation to Drive Loyalty and Revenue Growth

Company Overview

Optimum, the fourth-largest U.S. cable provider and part of Altice USA, serves 4.6 million customers across 21 states with broadband, video, mobile, and advertising services. With annual revenues above \$5B and 10,000+ employees, Optimum faced intensifying competition and years of underinvestment that left customer trust, retention, and profitability in decline.

Business Challenge

By 2022, Optimum was experiencing severe operational and financial strain:

- Churn at ~21% annually, with subscriber base declining year-over-year.
- Revenue erosion exceeding \$120M annually.
- 10% of customers unprofitable due to heavy discounting.
- First-call resolution was low, repeat contacts were high, and call volumes reached ~1.4M per month.
- Contact rates were 28.3% with limited self-service options.

This combination of high churn, unprofitable retention tactics, and unsustainable revenue loss demanded urgent transformation.

To learn more, and to submit your CX business impact case study, visit <https://cxpaglobal.org/cx-value/case-studies>

CX Initiative: Enterprise-Wide Transformation

With a new CEO and leadership team, Optimum launched a sweeping transformation program spanning 20+ projects across care, digital, and sales functions. Key initiatives included:

- **Care Agent Specialization:** Hyper-specialized call routing and a new Advanced Support team.
- **AI-Enabled Tools:** AI Virtual Assistant and Sales/Retention Co-Pilot to boost resolution and sales effectiveness.
- **Digital & Self-Service Expansion:** Enhanced app, chat, IVR, and proactive outbound SMS to reduce call dependency.
- **Service-to-Sales Model:** Training 6,000+ agents to cross-sell and upsell after resolving service issues.
- **BPO Overhaul:** Consolidation to performance-based partners plus an internal center of excellence.
- **Cultural & Governance Changes:** CX leadership roles, aligned incentives, and increased training to instill a customer-first mindset.

Proven Business Impact

- **Churn & Retention:** Net disconnects reduced by 6% between 2022–2024, with a trajectory toward a 10% reduction by 2025.
- **Revenue Protection:** Revenue erosion cut by over 70% of the original \$120M problem, exceeding the \$50M savings target.
- **Mobile sales** increased by over 470% and **fiber upsells** more than doubled from the 2022 baseline.
- **Total call volume** reduced by 19% and **contact rate** dropped by 13%.
- **First-contact resolution improved** by 3.5 percentage points, reaching 81.8%.
- **Repeat rates fell** by 24% (24hr), 18% (7-day), and 10% (30-day).
- **Employee Impact:** **Care agent attrition reduced** by 20%, alongside notable gains in employee pride, recognition, and access to resources.
- **Transactional NPS more than tripled** (14.2 to 46.8), making Optimum the most improved telecom brand in the U.S. according to ACSI benchmarks

Core Business KPIs Impacted

- Customer Retention
- Cross-Sell
- Upsell

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- Customer Lifetime Value (CLTV)
- Average Revenue Per User (ARPU)
- Churn Rate