Corpay:
Data Insights Drive 18% Decrease in Customer Attrition

The opportunity

Corpay, a global leader in fuel cards and fleet management, recognised the need to evolve its business model amid a rapidly changing digital landscape. To stay competitive and maintain market leadership, the company aimed to leverage data and AI-driven solutions to optimise customer experiences, reduce attrition, and improve operational efficiency, while also personalising its services.

"We work in a high volume transactional market-place, which we have a reasonable footprint in, and what Beyond are really helping us to do is to really cut through the layers and layers of complexity of data and really trying to understand our customers in a way that traditionally we haven't gone to."

- Paul Holland, Chief Operating Officer, Corpay

The solution

Deploying Advanced AI and Data Solutions for Market Leadership

To achieve this transformation, Corpay partnered with Beyond, focusing on the following key areas:

1. Customer Insights and Retention: By utilising data analytics, Corpay was able to gain a deeper understanding of customer behaviour, preferences, and pain points. This information was crucial in developing targeted strategies to reduce customer attrition and enhance satisfaction.

2. AI-Driven Predictive Modelling: Fleetcor implemented AI models to predict customer churn and identify high-risk accounts. This proactive approach allowed the company to address issues before they led to customer loss, thereby improving retention rates.

3. Operational Efficiency: Beyond helped Corpay streamline its data infrastructure, enabling more efficient data management and reducing operational costs. This included optimising data flows and improving data quality across the organisation.

The impact

18%

Through the use of AI-driven insights and predictive modelling, Corpay successfully reduced its customer attrition rate by 18%.

The personalised services and proactive customer management strategies led to higher customer satisfaction, though specific satisfaction metrics were not disclosed.

The optimisation of data infrastructure and operations resulted in significant cost savings, contributing to the overall efficiency of the organisation.

The successful data transformation helped Corpay strengthen its position as a market leader in fuel cards and fleet management solutions.

4. Personalised Customer Experiences: By harnessing the power of AI and data, Corpay was able to personalise its services, offering tailored solutions that met the unique needs of each customer segment. This not only improved customer satisfaction but also increased loyalty and engagement.

5. Scalable Data Infrastructure: Corpay invested in a robust data infrastructure that could support its growing data needs and allow for the seamless integration of new technologies and processes.

Lessons learned

Proactive Customer Management: The use of predictive analytics to anticipate customer needs and potential churn proved crucial in retaining customers and reducing attrition rates.

Personalisation Drives Loyalty: Tailoring services to individual customer needs can significantly enhance customer satisfaction and loyalty, leading to long-term business success.

Continuous Improvement: Ongoing evaluation and refinement of data strategies are necessary to keep pace with changing market conditions and customer expectations.

Corpay's data transformation journey highlights the importance of leveraging advanced data and AI technologies to drive business growth, improve customer experiences, and maintain a competitive edge in the market.