



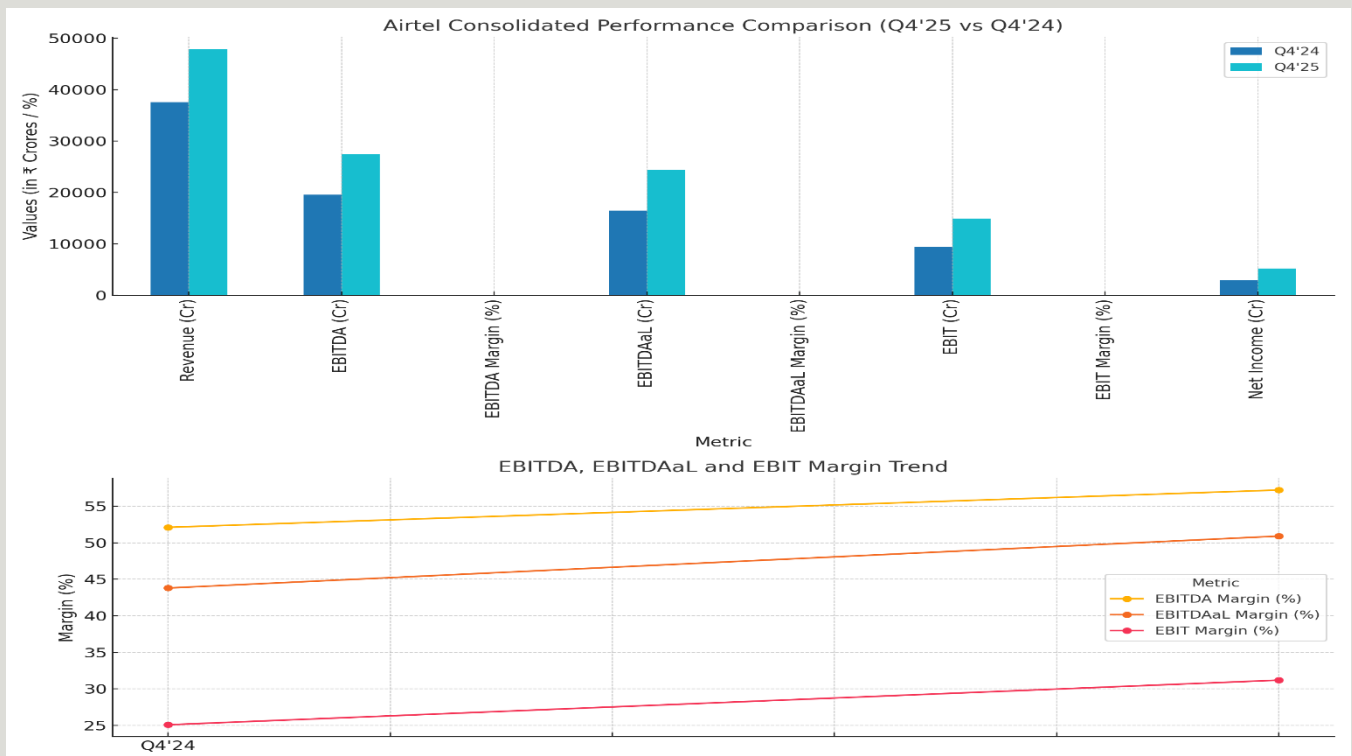
CASE STUDY -AIRTEL BROADBAND

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• Company Overview:

Bharti Airtel, a leading telecommunications company in India, was founded in 1995 by Sunil Bharti Mittal, an Indian industrialist and philanthropist. Mittal serves as the Founder and Chairman of Bharti Enterprises, the parent company of Bharti Airtel. Also Airtel is one of India's leading telecommunications companies, offering a wide range of services including mobile, broadband, and enterprise solutions. Its broadband segment, branded as Airtel Xstream Fiber, delivers high-speed fiber internet with speeds up to 1 Gbps, catering to both residential and business customers. With a strong presence in urban and semi-urban markets, Airtel Broadband provides bundled offerings such as unlimited data plans, OTT subscriptions, and smart Wi-Fi solutions. Despite its robust infrastructure and service offerings, Airtel faces stiff competition from rivals like JioFiber and ACT. For business analysts, this segment presents opportunities to improve customer acquisition and retention strategies, optimize operational efficiency, and enhance the digital experience in a competitive and rapidly evolving market.

• Airtel's Q4 FY'25 and Q4 FY'24 performance



• 2024 AIRTEL BROADBAND USERS REPORT

Year	Subscribers (Millions)	Revenue (₹ Crores)	Average Speed (Mbps)	Customer Satisfaction (%)
2019	5.2	4500	100	78
2020	7.8	5800	150	80
2021	10.5	7200	250	82
2022	14.0	8600	300	85
2023	16.2	9500	500	87
2024*	18.5	10500	600	88

• Detailed Summary on Broadband Disconnection (Churn)
Analysis for Airtel Broadband

1. Overview

Broadband disconnection, commonly referred to as churn, is a critical metric that reflects the number of customers who terminate their broadband subscription within a specific period. For Airtel Broadband, understanding the causes, patterns, and impacts of disconnections is essential to maintaining market leadership and improving customer lifetime value.

2. Importance of Disconnection Analysis

- **Customer Retention:** High churn rates directly affect revenue and market share. Retaining existing customers is often more cost-effective than acquiring new ones.
- **Service Quality Indicator:** Frequent disconnections can signal underlying issues in service delivery, network reliability, or customer experience.
- **Strategic Planning:** Insights from disconnection trends help Airtel devise targeted retention strategies, improve customer satisfaction, and optimize marketing spends.

3. Common Causes of Broadband Disconnections

- **Service Quality Issues:**
 - Frequent internet outages or slow speeds leading to dissatisfaction.
 - Technical failures in fiber or equipment.
- **Pricing and Billing Concerns:**

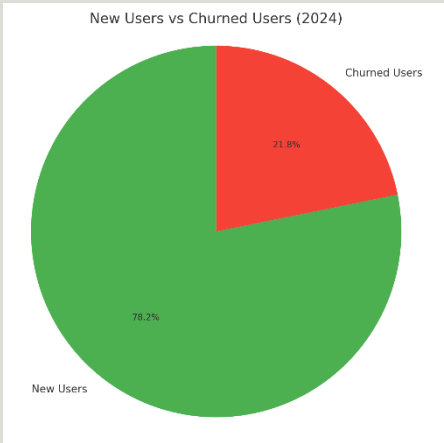
- Perception of high cost compared to competitors.
 - Billing errors or lack of transparent plans.
 - **Customer Service Experience:**
 - Delays or unsatisfactory resolutions in complaint handling.
 - Poor communication during service disruptions.
 - **Competitive Offers:**
 - Attractive pricing or bundled offers from competitors prompting users to switch.
 - **Usage Changes:**
 - Customers relocating to areas without Airtel coverage.
 - Reduced internet usage reducing the need for broadband.
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Sample Data (Hypothetical for 2023-2024)

Month	New Users (Thousands)	Churned Users (Thousands)	Net Growth (Thousands)
January	120	30	90
February	110	25	85
March	130	40	90
April	140	50	90
May	125	45	80
June	135	35	100
July	150	40	110
August	145	38	107
September	160	42	118
October	155	40	115
November	170	45	125
December	180	50	130

- **Net Growth = New Users - Churned Users**

4. Impact of Disconnections



- **Revenue Loss:** Each churned customer represents lost recurring revenue, impacting overall financial health.
 - **Brand Reputation:** High churn rates may harm Airtel’s brand image, signaling poor customer satisfaction.
 - **Market Share Decline:** Increased disconnections can result in loss of competitive edge to rivals like JioFiber or ACT Fibernet.
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5. Disconnection Trends and Patterns

- Disconnection rates typically spike following price hikes or network issues.
 - Seasonal trends may show higher churn during specific months linked to promotions from competitors.
 - Analysis often reveals that newer customers may have higher churn compared to long-term subscribers, indicating the need for improved onboarding.
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6. Strategies to Reduce Disconnections

- **Enhance Network Reliability:** Continuous investment in fiber infrastructure and quick fault resolution.
 - **Competitive and Transparent Pricing:** Flexible plans catering to diverse customer segments.
 - **Improve Customer Support:** Faster response times, trained staff, and proactive communication channels.
 - **Customer Engagement Programs:** Loyalty rewards, personalized offers, and usage-based incentives.
 - **Feedback Mechanism:** Regular customer surveys and churn exit interviews to identify pain points.
 - **Predictive Analytics:** Using data to anticipate churn risk and enable preemptive retention efforts.
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7. Conclusion

Broadband disconnection remains a significant challenge for Airtel Broadband but also an opportunity to enhance service and customer relationships. By systematically analyzing disconnection data, identifying root causes, and implementing customer-centric retention strategies, Airtel can reduce churn rates, increase customer lifetime value, and maintain its leadership in the broadband market.