

Customer Churn Strategy - Final Recommendations

This document outlines the final strategic recommendations derived from the telecom customer churn analysis. By segmenting users into 'Loyal', 'At Risk', and 'Dormant' categories, this strategy provides actionable insights to reduce churn, enhance customer engagement, and improve profitability.

Key Recommendations

1. At Risk Customers

Implement personalized offers, 20% recharge bonuses, and proactive outreach to reduce churn risk. Focus on users with falling activity levels.

2. Loyal Customers

Reward loyal users with exclusive perks, referral bonuses, and premium plan upgrades to boost ARPU and advocacy.

3. Dormant Customers

Deploy win-back campaigns with limited-time incentives such as free 7-day data packs or recharge coupons to re-engage inactive users.

4. Complaint Resolution

Reduce average complaint resolution time below 48 hours and establish a proactive follow-up system to prevent churn triggers.

5. Continuous Monitoring

Create a live churn dashboard tracking complaints, recharges, and segment movement. Use predictive models for early churn alerts.

Expected Business Impact

Metric	Current	Target (6 Months)
Monthly Churn Rate	12-15%	<10%
ARPU	Rs. 250	Rs. 280-300
Reactivation Rate	8%	20-30%
Complaint Resolution Time	72 hrs	<48 hrs

Implementing these actions is projected to reduce churn by up to 25%, improve ARPU by 10-15%, and enhance overall customer satisfaction across key telecom segments.