Hello Janet,

Retention Manager, PhoneNow

After carefully observing the data that you provided to us, we came up with some points which gave us insights about the customer retention. Following are the findings and I am also attaching a dashboard created with PowerBI for you to analyze.

1. The total churn counts are – 1869 out of 7043 i.e., 26.53% which is a high number.
2. Total number of Admin Tickets raised by churned customers were 885 out of Total Admin Tickets – 3632 i.e., 24.37%. Also, the Total number of Tech Tickets raised by churned customers were 2173 out of Total Tech Tickets – 2955 i.e., 73.53%. Now, my concern is are these issues resolved on time or not which is basically a factor for customer churn. We need to improve this.
3. Gender-wise churn counts are Male – 930 and Female – 939. So, there is no significant difference considering gender-wise churn.
4. Customers who do not have dependents the churn rate is 82.56%. We need to come up with some strategy to solve this. We need a reason as to why they are leaving us.
5. Customers with Month-to-Month Contract have churn rate of 88.55%. This is maybe due to the charges that we are incurring from them. Since, the average total charges for month-to-month contract is 1164.46 compared to one-year contract – 4066.21 and two-year-contract – 5432.36.
6. There is a significant difference between the charges that we incur for DSL, Fiber Optic and No Internet Service.
7. Customers with tenure between 1 to 4 have shown maximum churn.
8. To summarize the findings, I think the main issue is the Customer Support that we provide is not up to the mark. We need to focus on resolving the issues as quickly as possible to gain the customer trust. Also, we need to re-evaluate the pricing chart.

Thank You,

Akshay Paunikar (Data Analyst PWC)