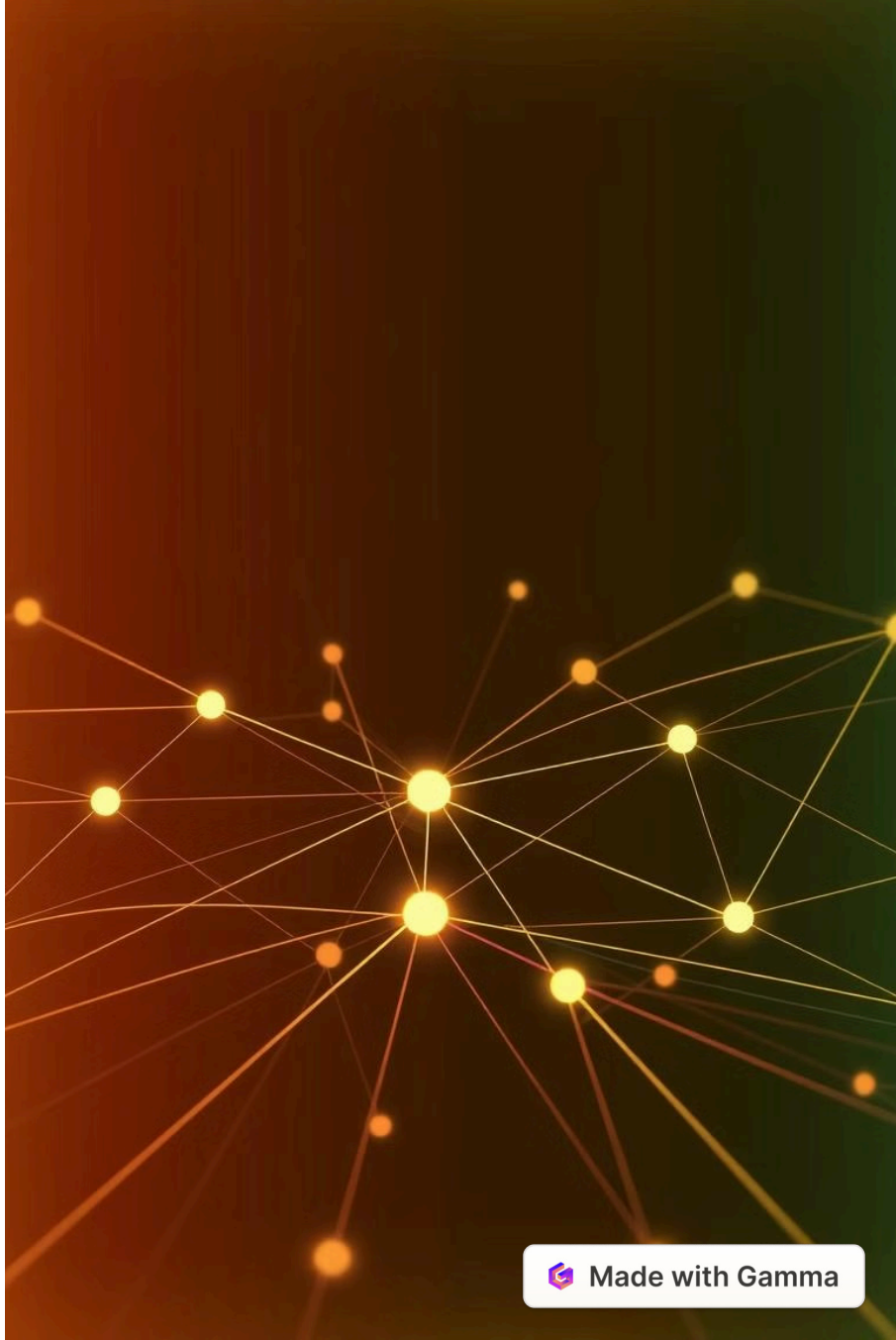
Predictive Customer Retention: A Telecom Solution

Telecom companies face significant challenges with customer churn, often losing subscribers due to dissatisfaction. This presentation explores a novel solution for proactively identifying and addressing customer dissatisfaction before it leads to churn.

2 Contributors



Our Approach

1

Data Synthesis

A comprehensive dataset is synthesized, incorporating relevant customer features like call history, usage patterns, billing details, and feedback.

2

Training the ML model

XG Boost model was trained on the synthesized dataset to identify patterns of customer dissatisfaction.

3

Feature Interpretability (SHAP-SHapley Additive exPlanations)

For each dissatisfied customer, the model identifies the most influential feature contributing to their dissatisfaction.

4

Strategy Generation

The AI agent (finetuned LLM) analyzes the influential feature and generates personalized retention strategies.

5

Automated Actions

The AI-generated strategies are automatically implemented into the customer's user interface, providing personalized recommendations and tailored solutions.

Benefits of this Approach

1 Personalized Strategies

The system proactively provides targeted offers, discounts, or service upgrades based on the identified dissatisfaction feature.

2 Proactive Communication

Customer service representatives can reach out proactively, addressing specific concerns and offering personalized solutions.

3 Service Improvement

The insights from the system can inform service improvements and policy changes, addressing underlying issues causing dissatisfaction.

Implementation and Future Directions

1

Schedule periodic batch jobs/ Trigger events

The system will be implemented during periodic intervals or trigger events like customer complaints, feedback forms.

2

Feedback Loop

Based on the customer's engagement, a feedback is sent to the AI agent.

3

Refinement of Strategies

The AI system will continuously learn from customer feedback and data and refine the existing strategies.