

# Telecom Churn Proposal

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# Objective

What opportunities exist for the firm to reduce churn and revenue loss?

# Process

- Understanding the problem and how it has affected the firm
- Reasons for Churn
- Where our opportunities lie
- Most effective plan

# Understanding the Problem

- **Current State**

We are losing customers with the current state of how the firm is.

This is causing us to lose out on revenue.

- **Competitors**

The main reason we're losing customers is because of our competitors.

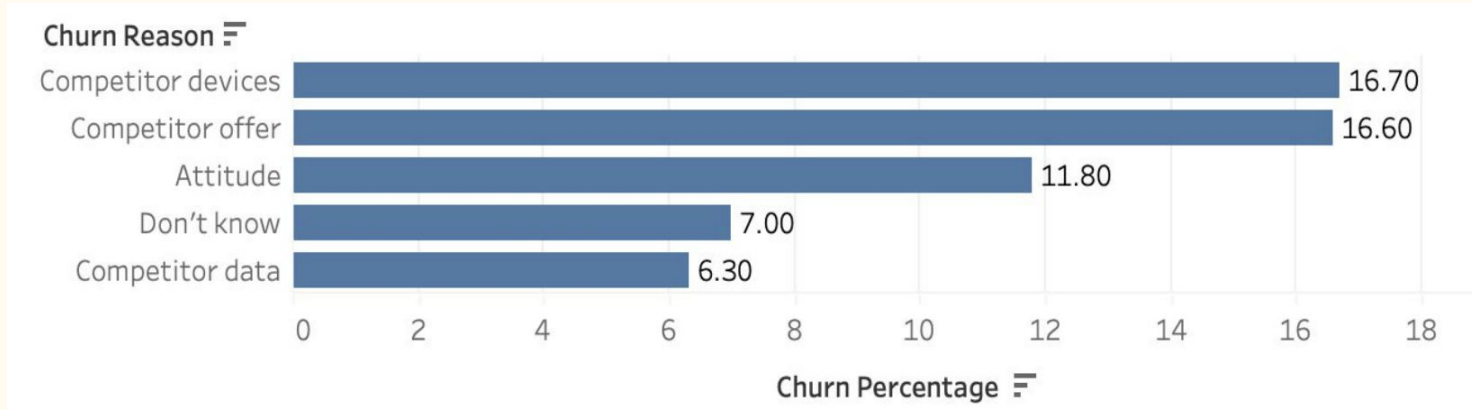
Our customers are opting for other firms.

## Customer Status vs Revenue



- Millions worth of revenue was lost because of churn

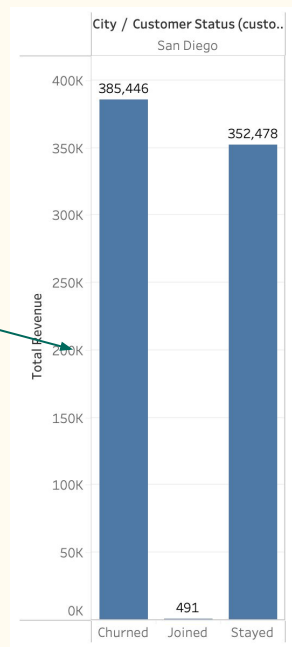
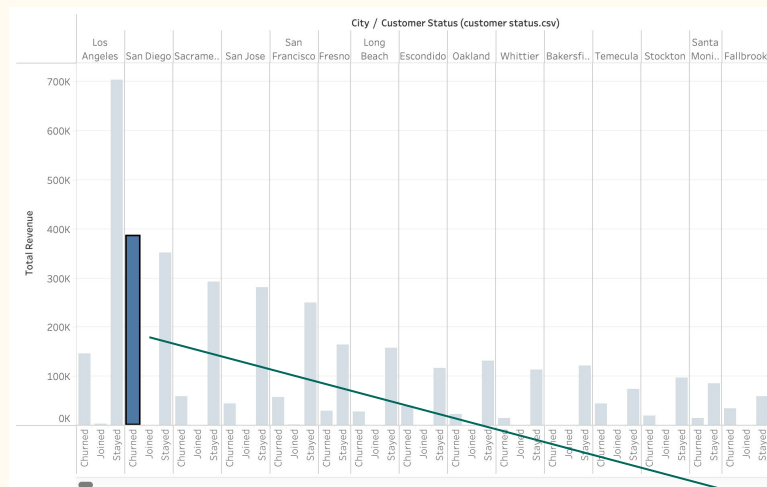
# Reasons for Churn



- Competitors' devices, offer, data
- Lacking in customer support

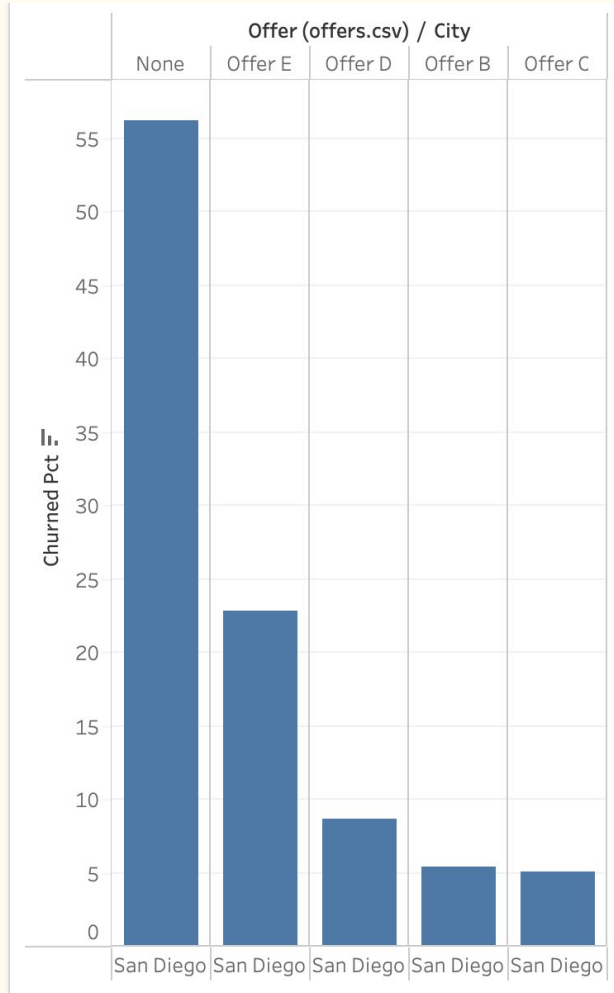
Opportunities

# Focus Point

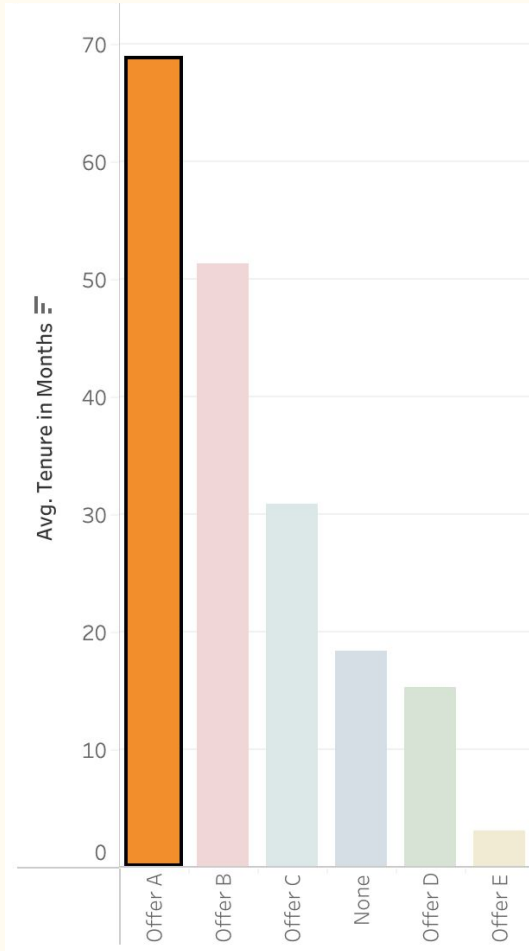


- Biggest churned revenue loss was in **San Diego**
- **10.5% of total** churned revenue
- Do research on competitors in San Diego area





- Over half of churned customers left without receiving any offer
- This lack of attractive offers was a primary reason for churn
- Our firm should implement competitive offers in the San Diego area to retain customers



- Offer A showed the highest tenure rate for both churned and stayed customers
- Plan with most retention capability

Thank you!