A decorative graphic on the left side of the slide. It consists of a blue parallelogram and a light green parallelogram, both tilted at an angle. The blue shape is in the foreground, and the green shape is partially behind it. They are set against a dark blue background with faint, lighter blue diagonal stripes.

Telecom Consulting Proposal

Objective

What opportunities exist to reduce the churn in our customer base?



Understanding the problem

Current State

There are customers clearly unhappy with the current state of the company and products/benefits offered.



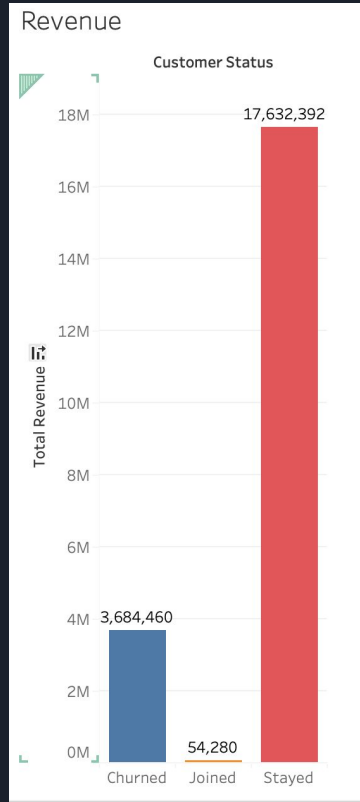
Competition

Recognize the competition telecom faces with major companies. Competitors pose a problem as a lot of our customers have chosen other options. This could be challenging when trying to increase customer retention rate and drawing in new customers.

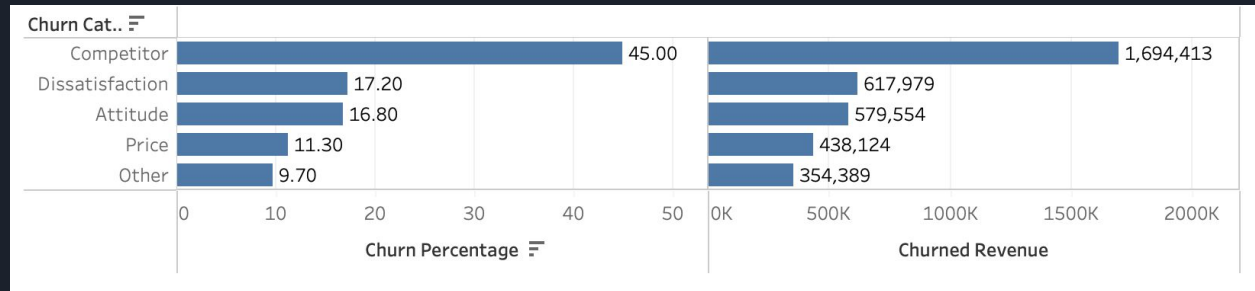
Understanding the company



How churn affected the company:



- ~3.7M worth of revenue was lost
- ~1.7M lost due to competitors



Target audience

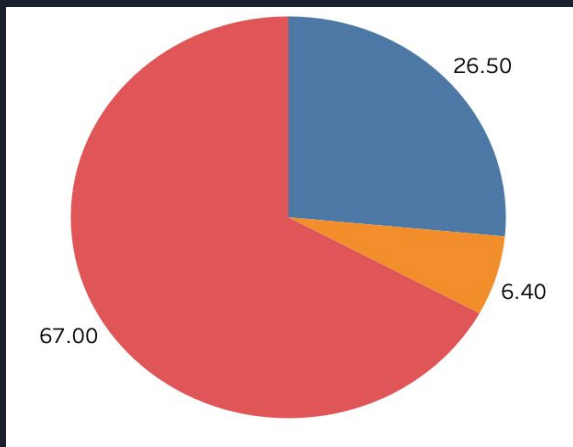
Customers who look for a reliable network services, quality devices, great assistance, and overall support.

Factors to consider:

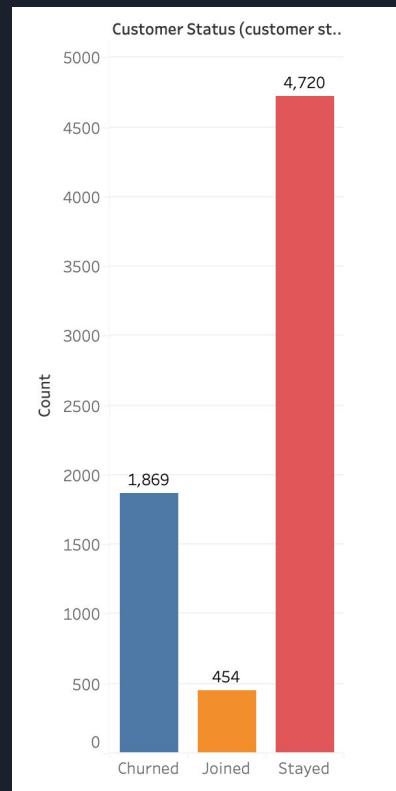
- Affordable prices
- Good products
- Good services



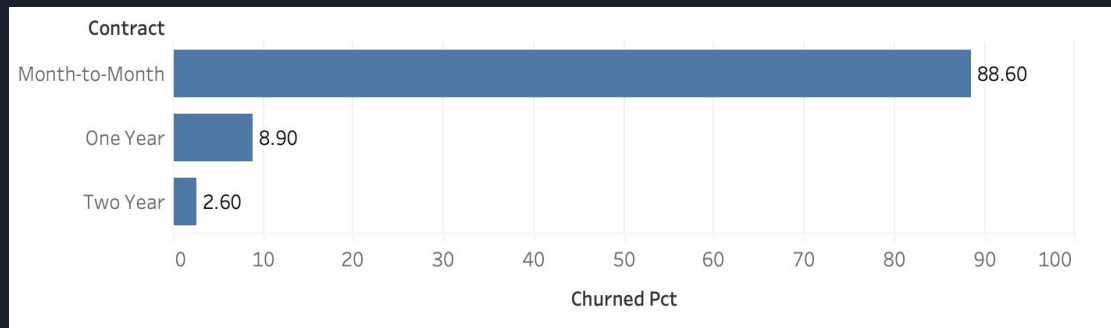
Let's look at what we know



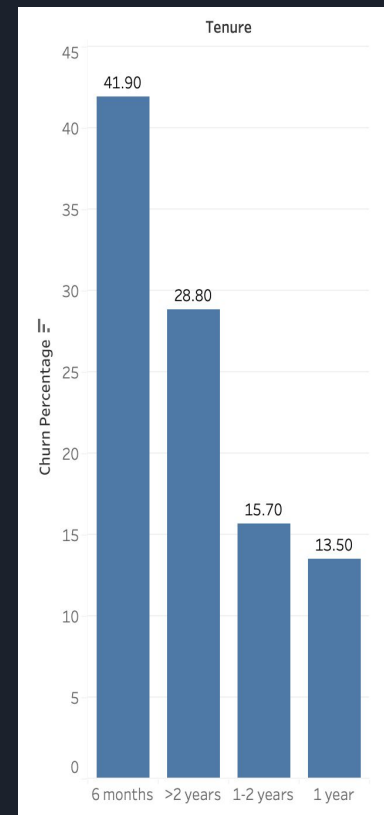
- 1869 customers churned
- That's 26.5% of total customer base, which is 7043 people



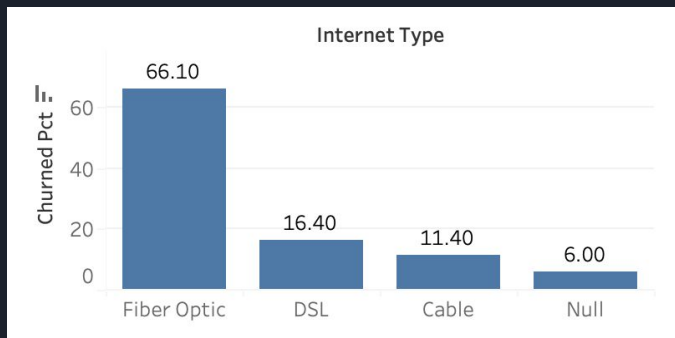
Let's look at the churned customers



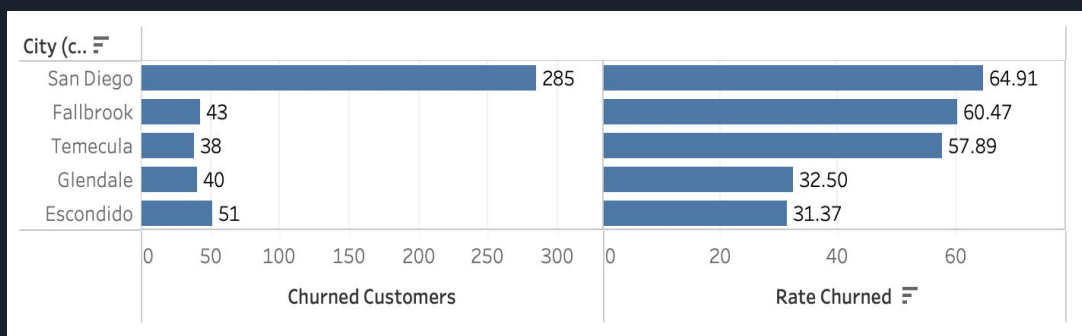
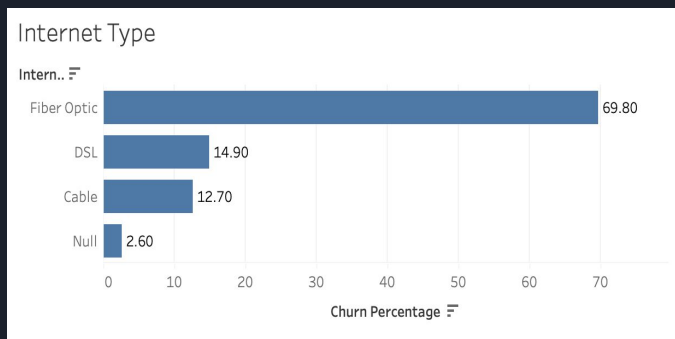
- Around 42% of churners had 6 month contracts
- ~89% of churners had month-to-month contracts
- These are possible flight risks



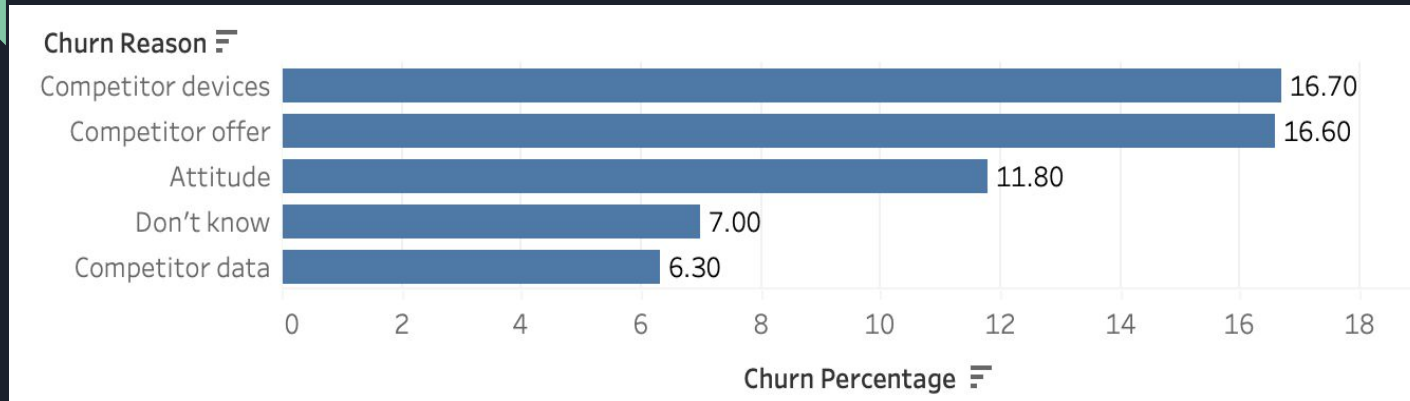
Observations



- Insights tell us that 66% of the customers had Fiber Optic Internet
- ~70% of churned customers had Fiber Optic
- ~65% of churners live in San Diego



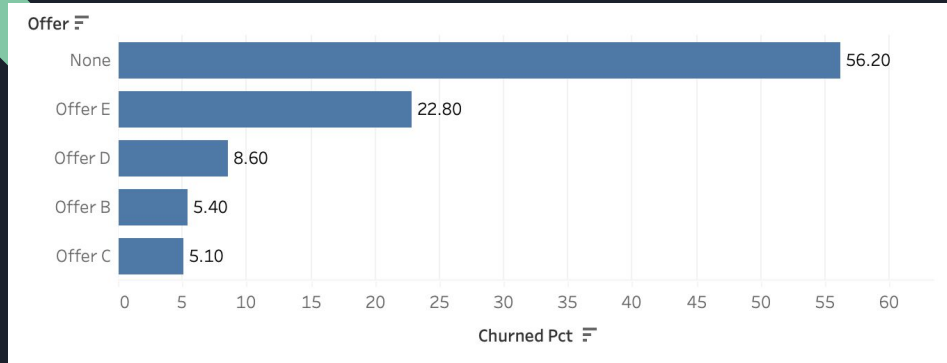
Why'd our customers leave?



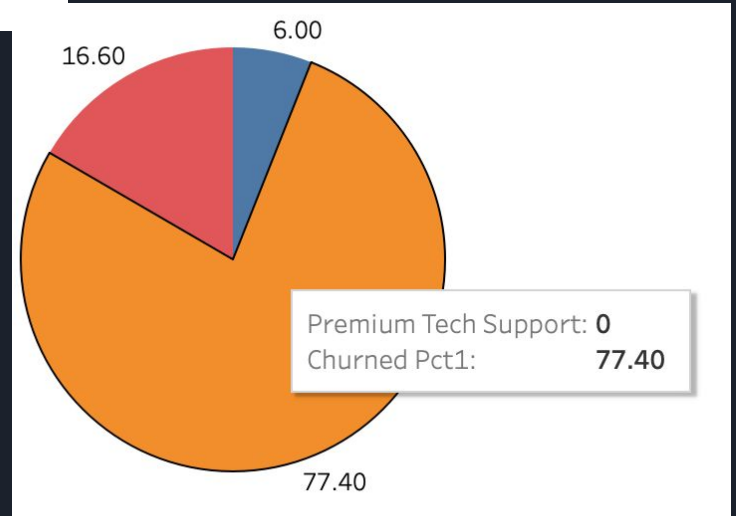
- Competitors pose the biggest threat to our company
- Devices, offers, and data



Offers + Services



- No offer!!!
- Premium Tech Support



Churned Customer Profile:

- Female (50.7%)
- 60+ years old
- Single (64.2%)
- No dependents (94.3%)
- Month-to-month contracts (88.6%)
- Fiber Optic (69.8%)
- No promotional offer (56.2%)



Customer Retention Strategies

- Loyalty Programs ➡ Rewards!
- Better Customer Support
- Improve the provided devices + data
- Push for premium tech support
- Review Fiber Optic's quality of service

