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INC.**

BETTER WIRELESS



CHURN BUSTER

RETENTION
ENGINE

Regain Market Share With Focused Customer Retention

Churn Buster™ | Customer Retention Engine





Executive Summary

Customer retention engine predicts which customers are likely to churn so you can intervene with targeted support

- You need to retain your customers
- You can't afford to intervene to save every customer
- Churn Buster determines which customers need intervention and how to save them



Business Problem



Every churned customer strengthens your competition



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Lighting

WIRELESS

Market Share

50%

20%

Net Churn

-5%

+12.5%

Competition benefits
disproportionately for every
churned customer they pick up.

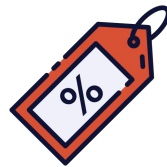


You cannot afford interventions to save every customer from churning



Customer Service

- \$53K salary per employee



Discounts

- Reduction in gross margin per customer



Hyper targeted interventions to reduce churn & hold off competition



The Churn Buster Advantage

- Identify customers likely to churn
- Focus resources on the most vulnerable customers
- Identify key risk factors for targeted customer saving interventions



Data & Methods



3K customer accounts analyzed

- Sampled from across U.S. states
- Includes customers with varying plan types





Model optimized to balance your business needs

- Our model is trained on F1 score, a combination of recall and precision

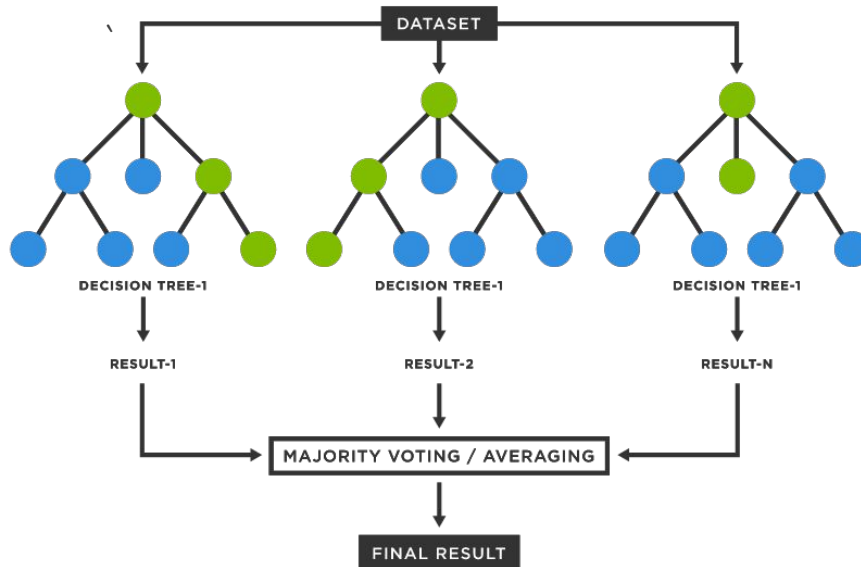
F1 Score = Precision & Recall



Model trained using random forest method

Benefits

- Accurate results
- Interpretability





Model Results



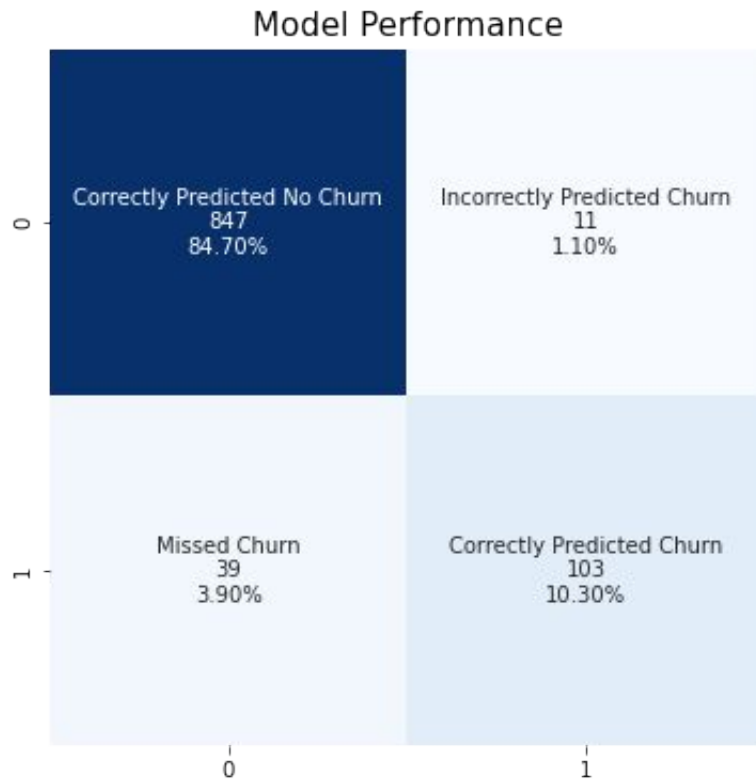
Predict customer churn with 80% accuracy

Churn Buster Model

- **F1 Score: 0.80**
- Precision: 0.90
- Recall: 0.72

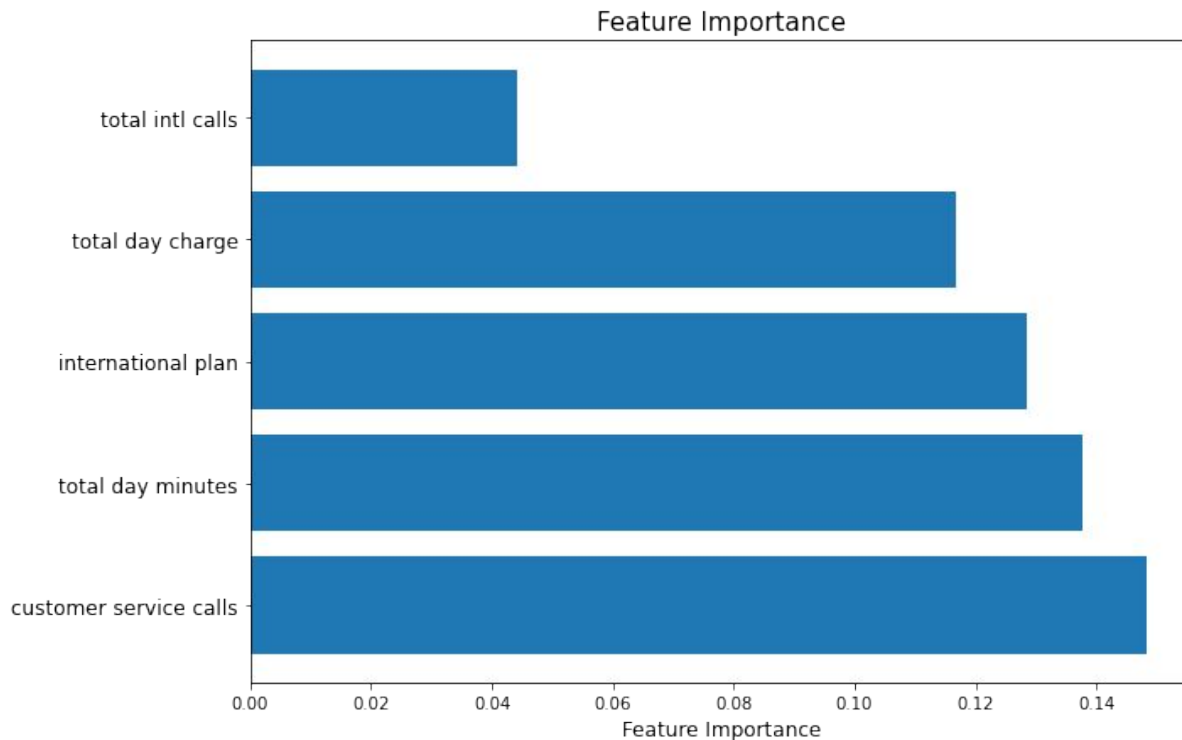
Simple Model

- **F1 Score: 0.25**
- Precision: 0.14
- Recall: 1.00





White box model points to key churn risk factors

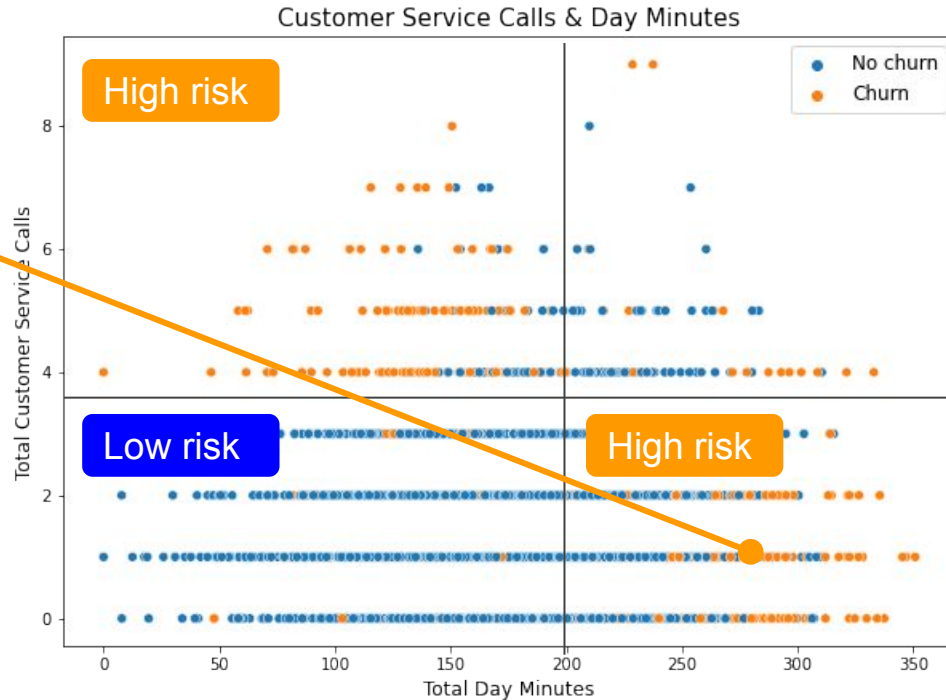


Model identifies red-flag customers and shows how to save them



Max

- Prediction: High Risk
- Save strategy: Discount





Save customers, save money



The Churn Buster Advantage

- Identify customers likely to churn
- Focus resources on the most vulnerable customers
- Identify key risk factors to strengthen your competitive advantage



Next Steps





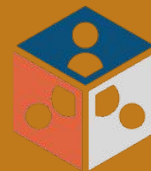
Together we can improve model performance and retention

Model Limitations

- 28% of churning customers are un-flagged
- Overly fit to training data

Next Steps

- More examples of churn customers to balance classes
- Add customer payment information
- Explore black-box models to improve recall



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Thank You

Any questions?

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Many customers service calls is a churn red-flag

