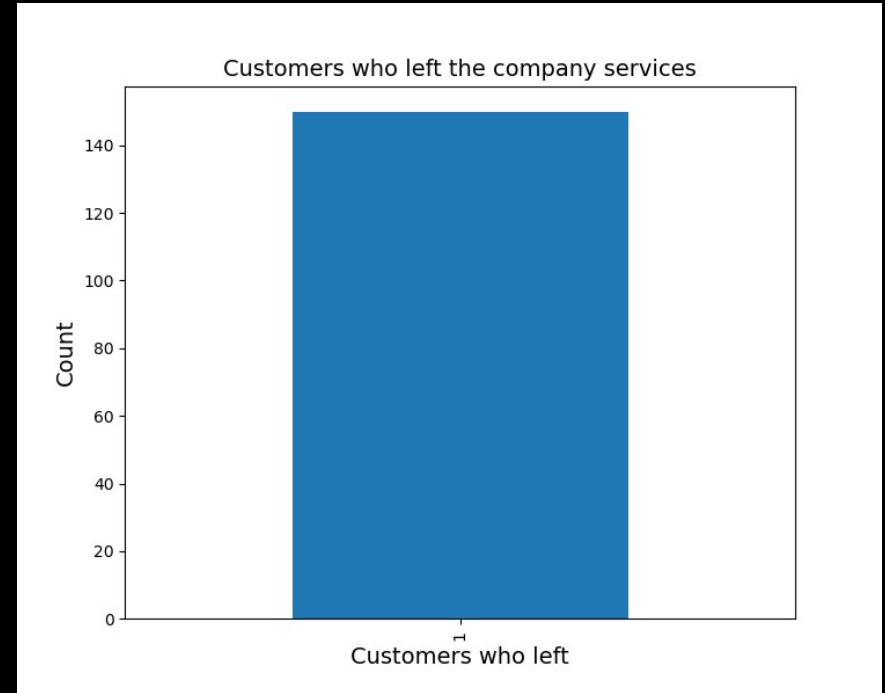
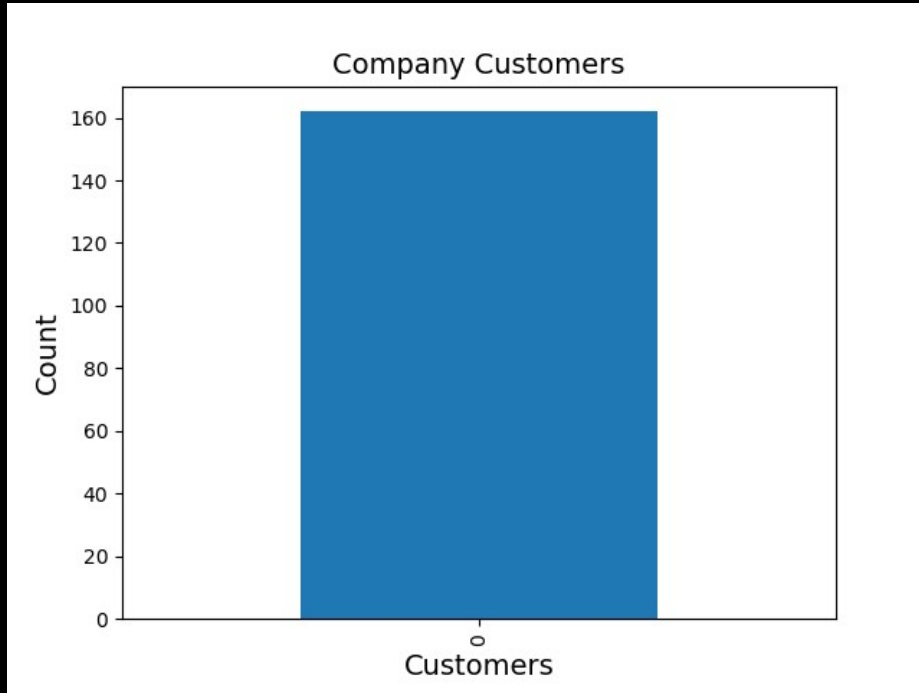


Christos Vamvakousis

Exploring Customer Churn in a Telecom Company

A quick look..



Top 5 services with impacts

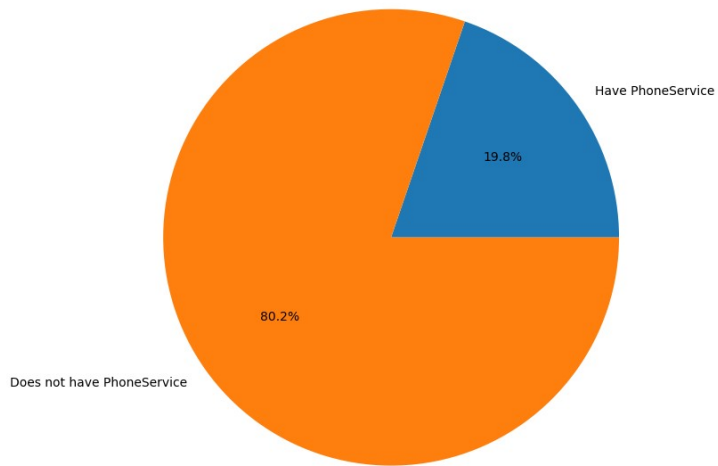
- Multiple Lines
- Online Backup
- Device Protection
- Streaming TV
- Internet Service

Multiple Lines

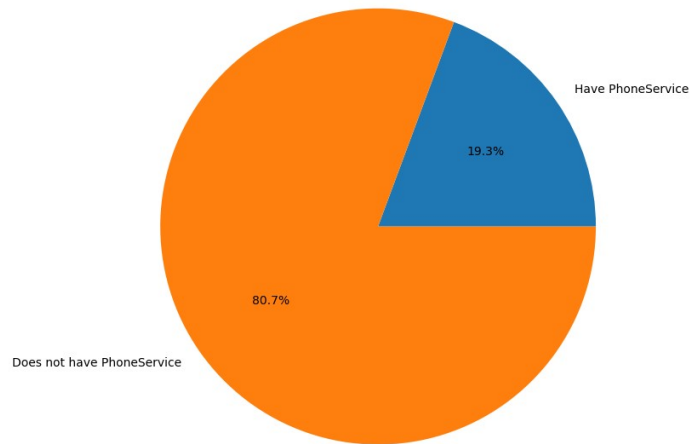
- This service is an upgrade from phone service which have huge impact on the company.
- The Phone service does not have any issue, when customers upgrade to Multiplie lines, a lot of them left the company services.

Phone Service – Customers Percentage

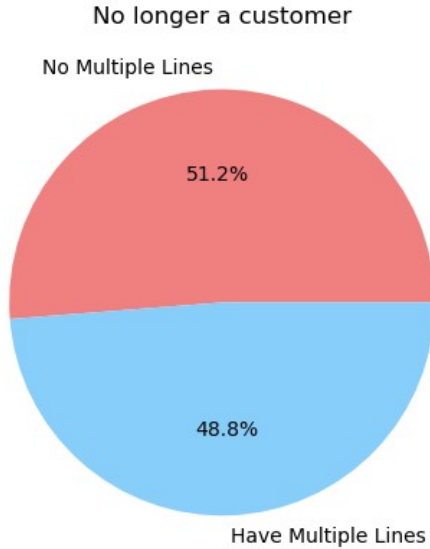
Still a customer



No longer a customer

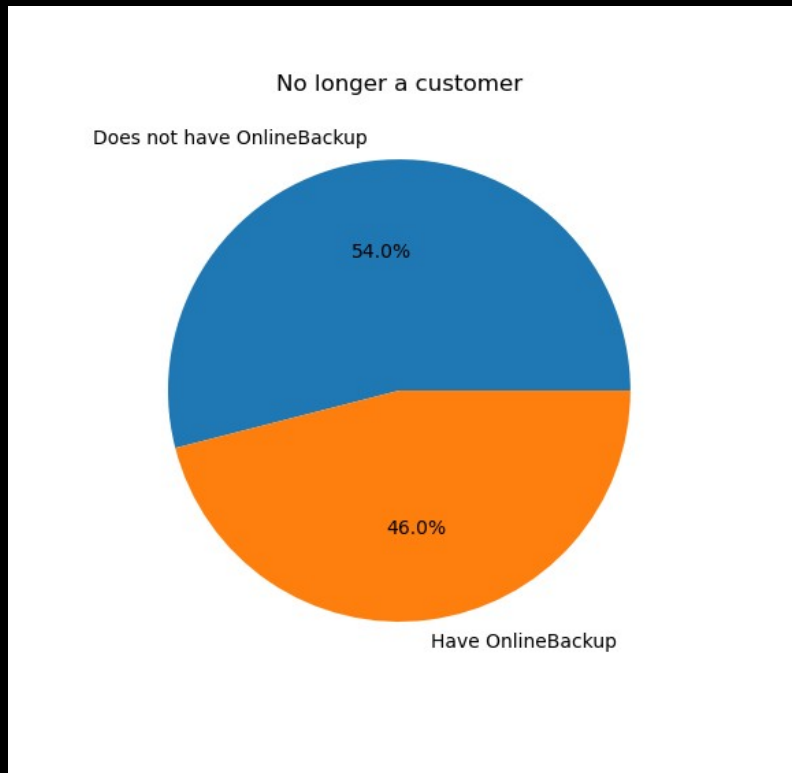


Customers that upgrades to multiple lines

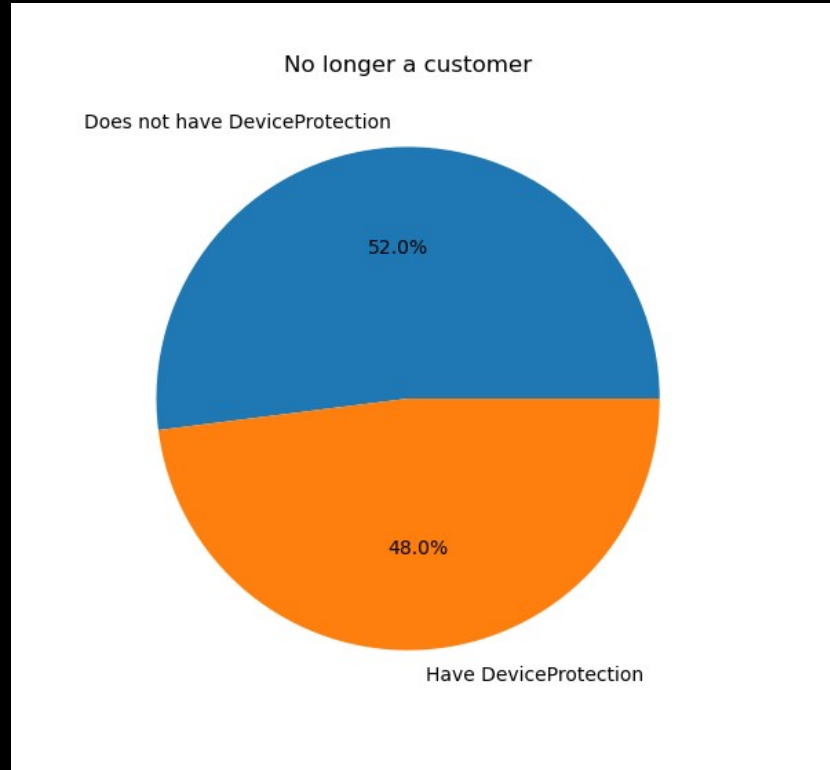


- Almost half of the customers left the company services.

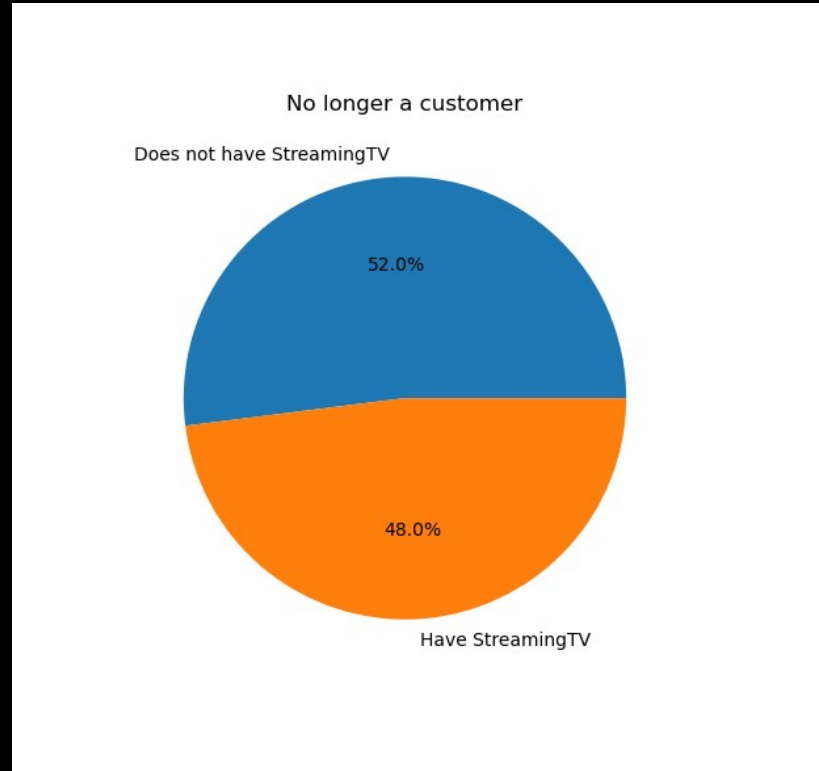
Online backup – Customers Percentage



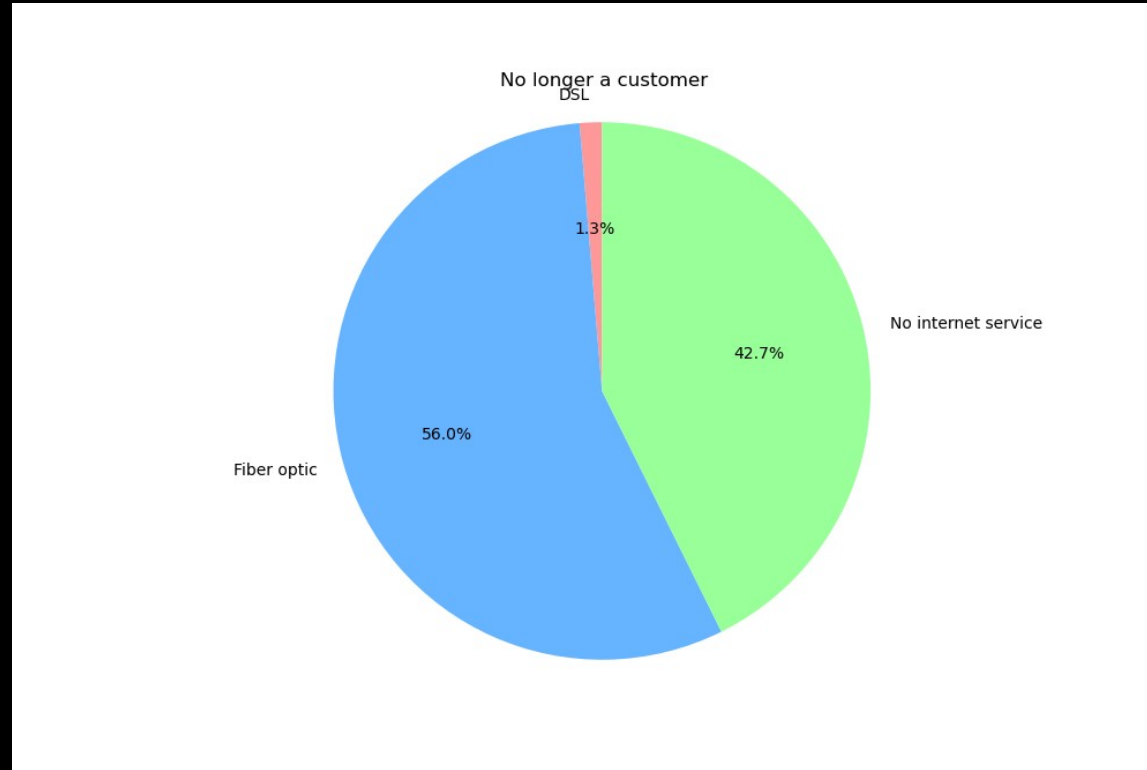
Device Protection – Customers Percentage



Streaming TV – Customers Percentage



Internet Service – Customers Percentage



What can cause the problem?

- Poor customer service
- Service does not meet their expectations
- Quality or Price issue
- Availability of alternatives

Thank you

