

MAVEN TELECOM CUSTOMER RETENTION PLAN

GAZA DANIEL

Total Customers	Churned Customers	Joined Customers	Churn Rate	Total Revenue	Total Refund	Avg Age of Customer	Total Revenue lost
7043	1869	454	26.54%	\$21.37M	\$13.82K	46.51	\$3.68M

High Value Customers Profile

At Risk Customers Profile

High value customers as customers who are married, subscribing for **Two-years** contract plan has been using maven for more then **7 months** and are likely from these cities of **Los Angeles** and **San Diego** with Online security. **1215** customers fall under this profiling.

**81.50%** of the newly joined customers are not married, **89.87%** of newly joined customers made month to month subscription, customers who has been with maven for less than **7 months** are at a greater risk to churn. **138** of the newly joined customers fall under this profile.

How retention is affected by our services

Key influencers

What influences Customer Status to be

Stayed

When...  
Online Security is Yes  
Premium Tech Support is Yes  
Online Backup is

....the likelihood of Customer Status being Stayed increases by  
1.37x  
1.36x  
1.28x

How churn is affected by our services

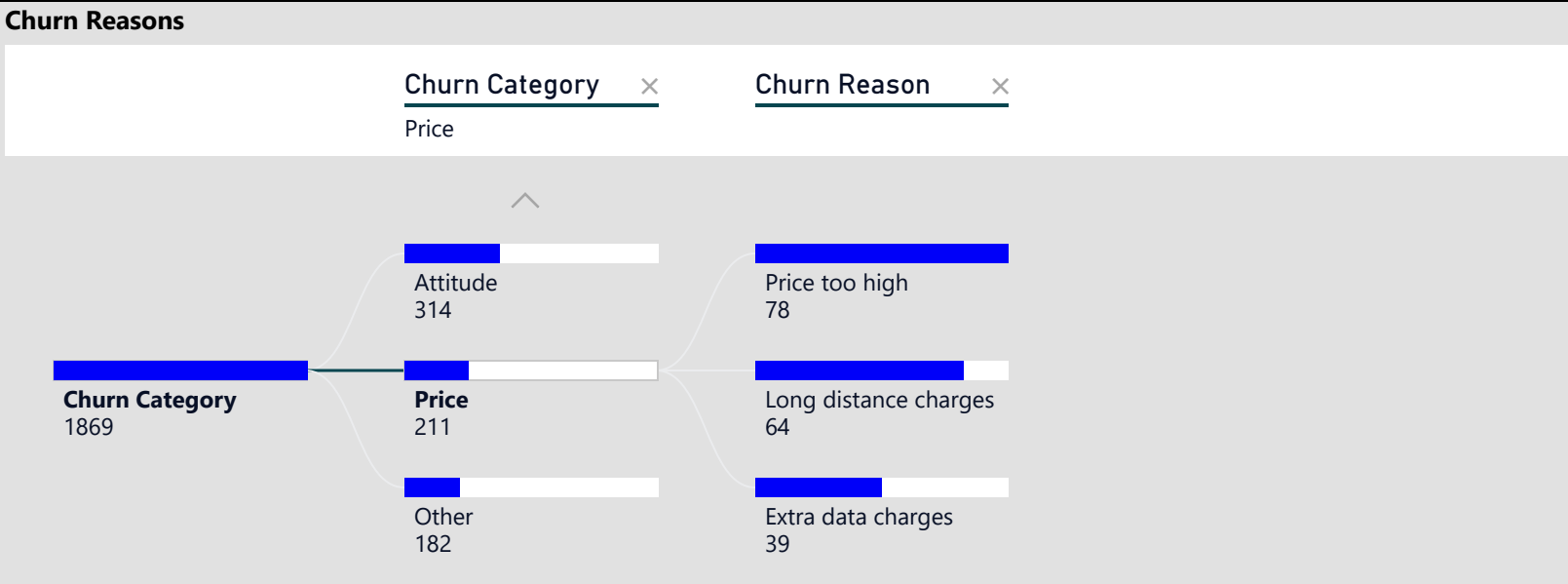
Key influencers

What influences Customer Status to be

Churned

When...  
Internet Service is Yes  
Online Security is No  
Premium Tech Support is No

....the likelihood of Customer Status being Churned increases by  
4.30x  
3.63x  
3.51x



The Way Forward

- Given that consumers have churned due to increased rates and additional data fees, it is advisable to raise the amount of data offered and to match pricing while also enhancing internet speed. This is because competitors are likely offering better and lower prices based on the reasons customers left.
- Customers have left as a result of staff poor treatment, thus staff need to be trained in providing excellent customer service.
- With the aim of improving services and products, offer B's promotion should be repeated since it has historically been a successful venture. Offer B has attracted the most clients.
- There is room for improvement in areas like customer services offered, network dependability, and online self-service.