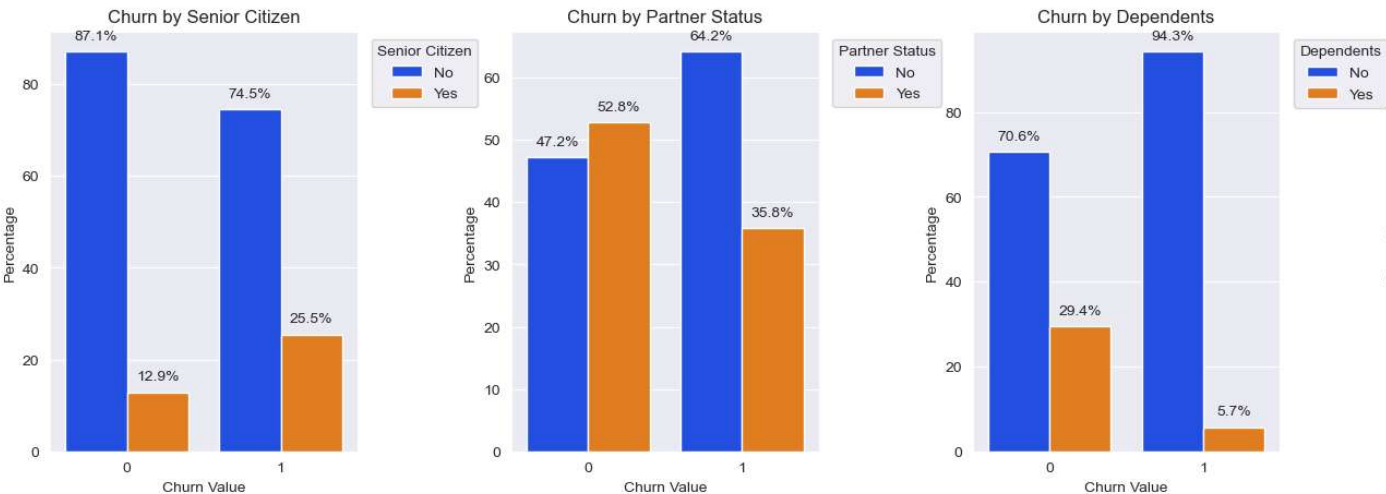




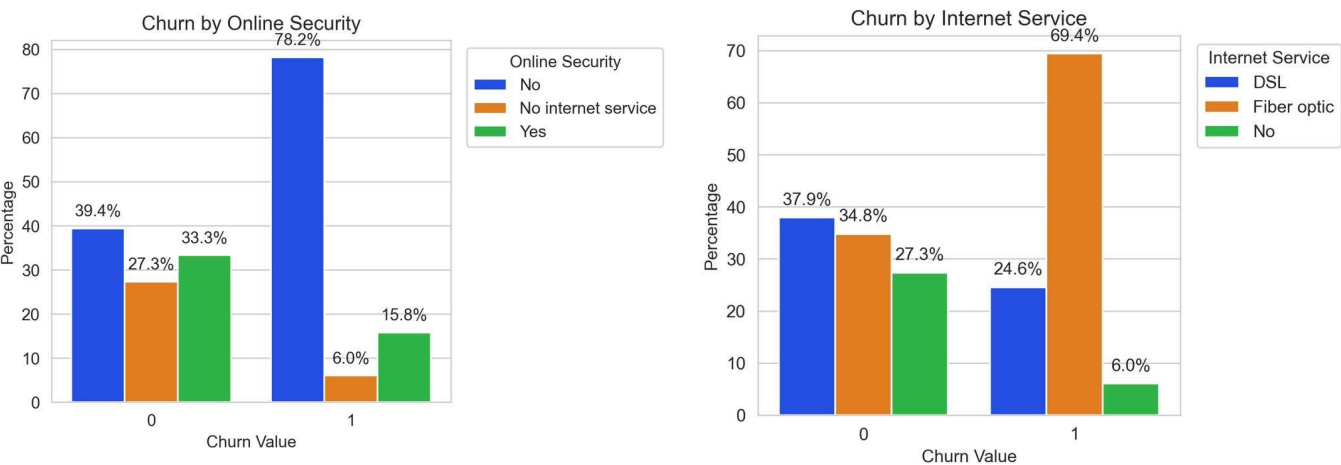
Swan Teleco Customer Churn Investigation Findings

Demographics of Churners

The demographics of the Churn customers tends towards older people, those that are single and those that don't have dependents.



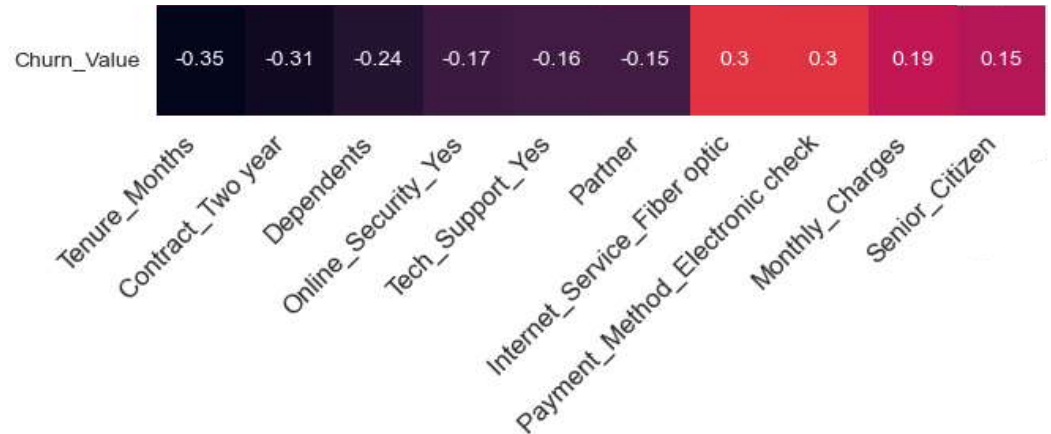
In terms of products, the data suggests that the more a customer is embedded within the product ecosystem the more likely they are to stay. This is most significant in the Online Security and Tech Support options, with the presence of both associated with those who are not churning. The exception to this is the Fibre Optic options, which is highly correlated with Churned customers.





Correlation

This correlation plot confirms findings from the graphs above with Dependent, Partner, Online Security and Tech Support having a relationship with less Churn, and Fibre Optic and Senior Citizen having a relationship with more Churn.



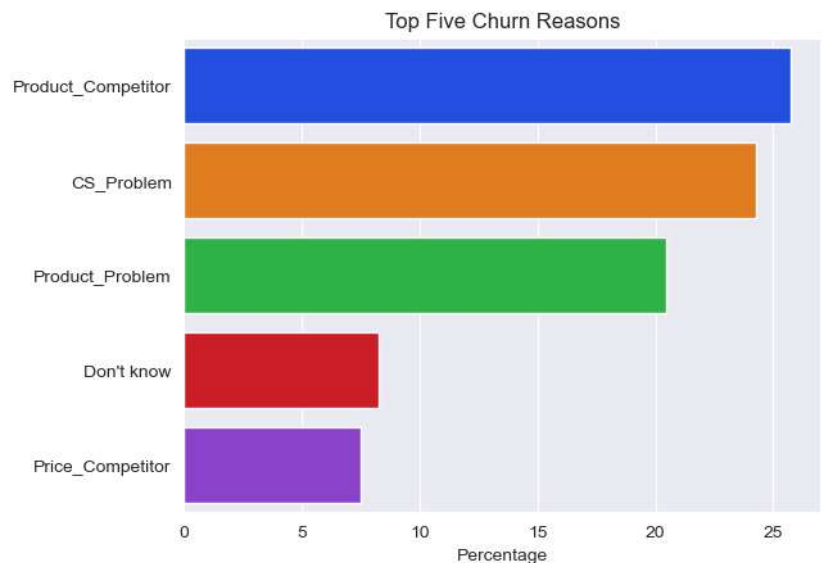
It is also worth noting that the largest factor contributing to less Churn is Tenure months with Two Year Contract in second, indicating that once customers are invested and signed onto their products they are less likely to leave.

Churn Reasons

Churn reasons have been gathered into groupings as many of the reasons given were similar.

The most common reason group was those related to a competitor's product, such as better download speeds or more data. This was paralleled with the third most common reason group, problems with our products, such as network reliability.

Another concerning reason group was the Customer Service grouping. This included reasons such as 'attitude of support person', which was the highest individual reason at over 10% of Churn Reasons. The top three groupings accounted for 70% of Churn Reasons.



Recommendations

- Incentivise add-on products such as Online Security and Tech Support
- Do not incentivise the Fibre Optic package, conduct immediate technical review
- Review of Customer Service engagement practices and training