

Customer Churn Analysis – Recommendations

1. Enhance Retention Efforts for Senior Citizens

Senior citizens exhibit a higher churn rate. To improve retention in this segment, the company should offer tailored plans, simplified support channels, and exclusive loyalty programs that address their specific needs.

2. Support and Engage New Customers

Customers with a short tenure (1–2 months) are more likely to leave. To reduce early churn, implement welcome offers, personalized onboarding assistance, and proactive engagement campaigns during the initial months of service.

3. Encourage Adoption of Retention-Linked Services

Customers using services like Phone Service, Online Security, and DSL Internet are less likely to churn. Promote these offerings through bundles or value-added packages to increase service stickiness and customer satisfaction.

4. Reduce Churn Related to Payment Methods

Customers using electronic checks show higher churn rates. Encourage more stable payment options such as auto-pay or credit/debit card payments by offering incentives or discounts.

5. Implement Targeted Marketing Based on Churn Predictions

Leverage churn prediction models to identify at-risk customers. Use this data to create personalized marketing campaigns and retention offers that specifically target high-probability churn cases.

6. Strengthen Customer Support Services

Availability of services like Tech Support and Online Backup correlates with lower churn. Promote these features and ensure high-quality support experiences to enhance customer satisfaction and loyalty.

7. Continuously Monitor and Update Strategies

Regularly retrain machine learning models and refine retention strategies using updated customer data. This helps in adapting to changing customer behavior and improving the accuracy of churn predictions.