

# CAPSTONE TELECOM CHURN PROJECT PRESENTATION

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# BUSINESS RECOMMENDATION

AFTER DOING THIS PROJECT I REALISE THAT THE NUMBER OF HIGH VALUE CUSTOMERS ARE 30011 AND THE CHURN RATE IS 8.64 THE NORMAL CHURN RATE OF THE TELECOM COMPANY COULD BE BETWEEN 15 TO 25 PERCENT IF THE COMPANY IS EXPERIENCING AN 8.64 IS RELATIVELY GOOD BUT WE KNOW THE TELECOM MARKET IS A HIGH COMPETITION MARKET SO 8.64 NEED A IMPROVEMENT IN THE COMPANY

I WILL SAY THE COMPANY SHOULD WORK ON IMPROVING THEIR SERVICE WITH SUITABLE METHOD LIKE IMPROVING THE INTERNET SPEED BY PROVIDING GOOD CONNECTION OF THE SIGNAL

# SUMMARY

- I THINK THE COMPANY SHOULD START THINKING ON THEIR COMPANY STATUS AS THEY HAVE COUNTER THE 8.64 CHURN RATE
- THE COMPANY SHOULD START IMPROVING IT'S SERVICE SO THAT THE CHURN RATE WILL COME DOWN SLOWLY AND STEADILY
- THE COMPANY SHOULD ALSO REVISE THEIR DATA PLAN SO THAT IT WILL BRING MORE CUSTOMERS TO THEM