Customer Churn Analytics

Multichannel Video Streaming & Satellite Service Provider

- Built data architecture in Teradata to integrate data sources and establish a reporting database. Developed an involuntary churn dashboard including key drivers (products, tenure, sales channel etc.)

- Deployed an early indicator dashboard to track potential customer churn by analyzing daily payment failures and respective cures

Involuntary Churn Analytics for a $6b Multi-channel Video Programming Distributor

Situation

- Client lacked visibility into segments (tenure, sales channel, etc.) for involuntary customer churn and a reliable report to take corrective measures to reduce involuntary churn. Additionally, the client was spending a significant amount of time creating aggregated monthly and weekly reports
- Partnered with the client to design and set up a dashboard providing daily visibility into involuntary churn and payment failures across segments, allowing the client to take corrective actions and prevent revenue leakage

Accordion Value Add

- Built back-end infrastructure on Teradata to consolidate reporting tables for facilitating data ingestion to the dashboard
- Created dashboards enabling insights into segments (product, tenure, sales channel, etc.) contributing to involuntary churn
- Provided flexibility to track involuntary churn KPIs and churn forecast performance, based on different methodologies
- Developed a dashboard to track daily payment failures and cures, enabling early action for controlling involuntary churn

Impact

- Using the daily payment failures and cures dashboard, the client was able to take corrective action on an issue encountered with the payment processor. This prevented involuntary churn of 800+ customers with a lifetime value of $500,000+
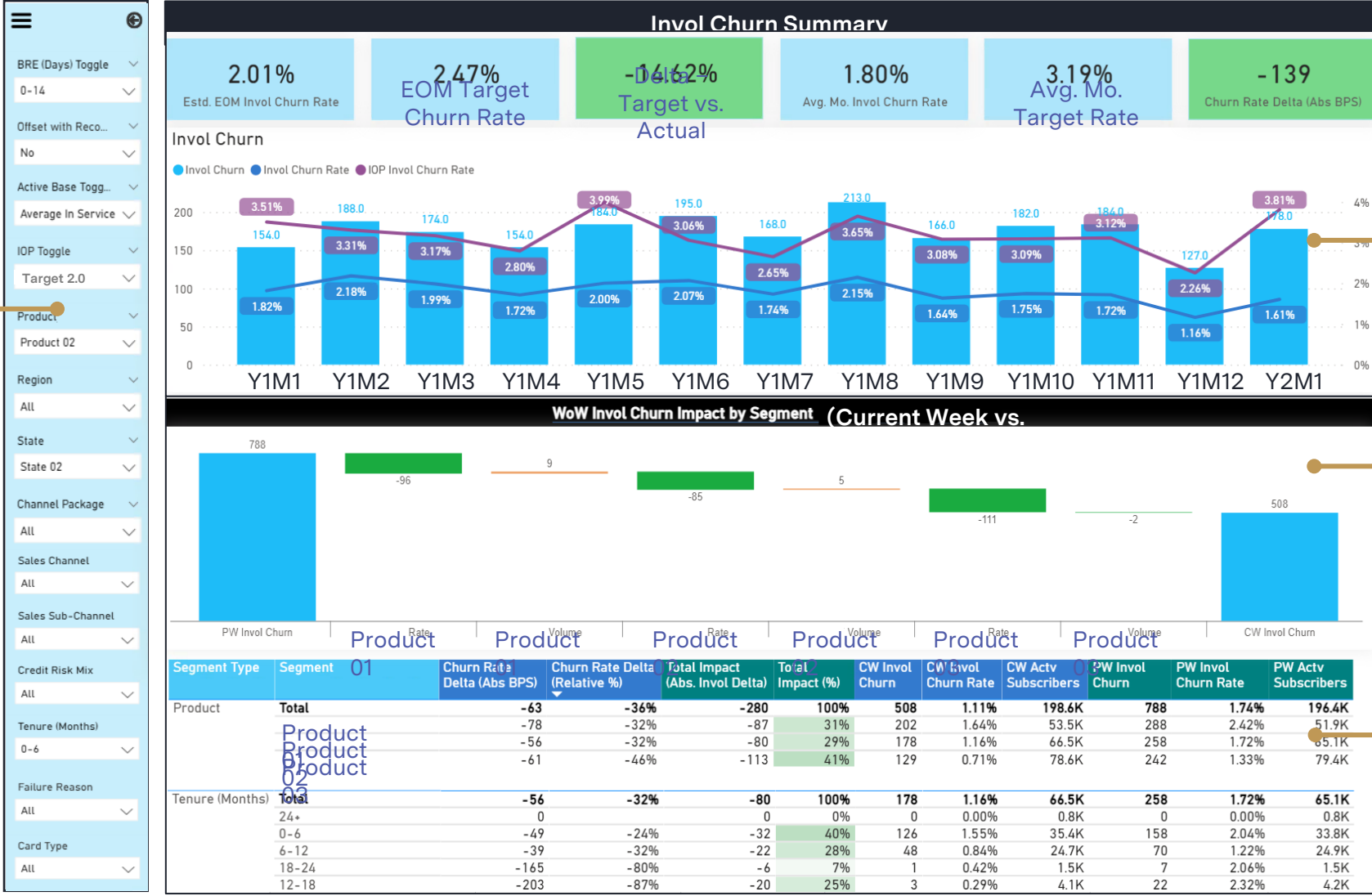- Reduced FTE hours spent on creating the daily, weekly, and monthly reports by ~40 hours per month

Methodology/ Approach
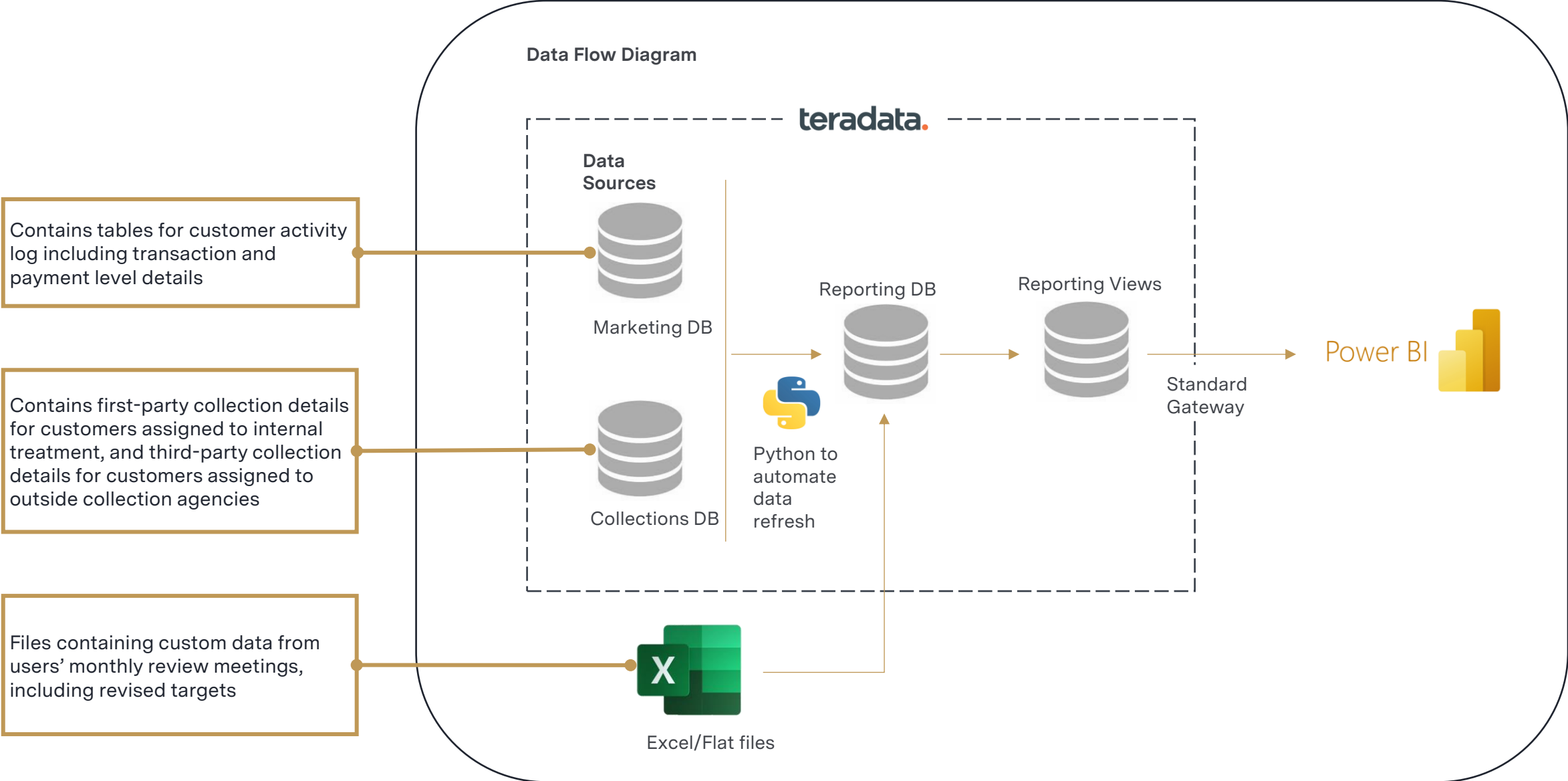
Exhibit #1 –Tracking Involuntary Churn and Impact of Various Segments

Slicers are provided to deep dive into Products, Tenure, Sales channels etc.

Allows users to track involuntary churn against targets over time

Highlights the contribution of different products to involuntary churn volume as result of MoM change in churn rate and subscribers base

Highlights the contribution of different segments (products, tenure, sales channels, etc.) towards MoM change in involuntary churn

Dashboard

Invol Churn Summary

2.01%	2.47%	-14.62%	1.80%	3.19%	-139
Estd. EOM Invol Churn Rate	EOM Target Churn Rate	Target vs. Actual	Avg. Mo. Invol Churn Rate	Avg. Mo. Target Rate	Churn Rate Delta (Abs BPS)

Invol Churn

● Invol Churn ● Invol Churn Rate ● IOP Invol Churn Rate

	Y1M1	Y1M2	Y1M3	Y1M4	Y1M5	Y1M6	Y1M7	Y1M8	Y1M9	Y1M10	Y1M11	Y1M12	Y2M1
Invol Churn	154.0	188.0	174.0	154.0	184.0	195.0	168.0	213.0	166.0	182.0	184.0	127.0	178.0
IOP Invol Churn Rate	3.51%	3.31%	3.17%	2.80%	3.99%	3.06%	2.65%	3.65%	3.08%	3.09%	3.12%	2.26%	3.81%
Invol Churn Rate	1.82%	2.18%	1.99%	1.72%	2.00%	2.07%	1.74%	2.15%	1.64%	1.75%	1.72%	1.16%	1.61%

Slicers

- BRE (Days) Toggle: 0-14
- Offset with Reco…: No
- Active Base Togg…: Average In Service
- IOP Toggle: Target 2.0
- Product: Product 02
- Region: All
- State: State 02
- Channel Package: All
- Sales Channel: All
- Sales Sub-Channel: All
- Credit Risk Mix: All
- Tenure (Months): 0-6
- Failure Reason: All
- Card Type: All

WoW Invol Churn Impact by Segment (Current Week vs.

PW Invol Churn	Product 01	Product 02	Product 03	Product	Product	Product	CW Invol Churn
788	-96	9	-85	5	-111	-2	508

Segment Type	Segment	Churn Rate Delta (Abs BPS)	Churn Rate Delta (Relative %)	Total Impact (Abs. Invol Delta)	Total Impact (%)	CW Invol Churn	CW Invol Churn Rate	CW Actv Subscribers	PW Invol Churn	PW Invol Churn Rate	PW Actv Subscribers
Product	Total	-63	-36%	-280	100%	508	1.11%	198.6K	788	1.74%	196.4K
		-78	-32%	-87	31%	202	1.64%	53.5K	288	2.42%	51.9K
		-56	-32%	-80	29%	178	1.16%	66.5K	258	1.72%	65.1K
		-61	-46%	-113	41%	129	0.71%	78.6K	242	1.33%	79.4K
Tenure (Months)	Total	-56	-32%	-80	100%	178	1.16%	66.5K	258	1.72%	65.1K
	24+	0		0	0%	0	0.00%	0.8K	0	0.00%	0.8K
	0-6	-49	-24%	-32	40%	126	1.55%	35.4K	158	2.04%	33.8K
	6-12	-39	-32%	-22	28%	48	0.84%	24.7K	70	1.22%	24.9K
	18-24	-165	-80%	-6	7%	1	0.42%	1.5K	7	2.06%	1.5K
	12-18	-203	-87%	-20	25%	3	0.29%	4.1K	22	2.32%	4.2K

ACCORDION

Exhibit #2 – Analysing Forecast Performance

Functionality to select the forecast month

Enables tracking of forecast performance by month

Enables tracking of actuals against latest available forecast and targets