



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

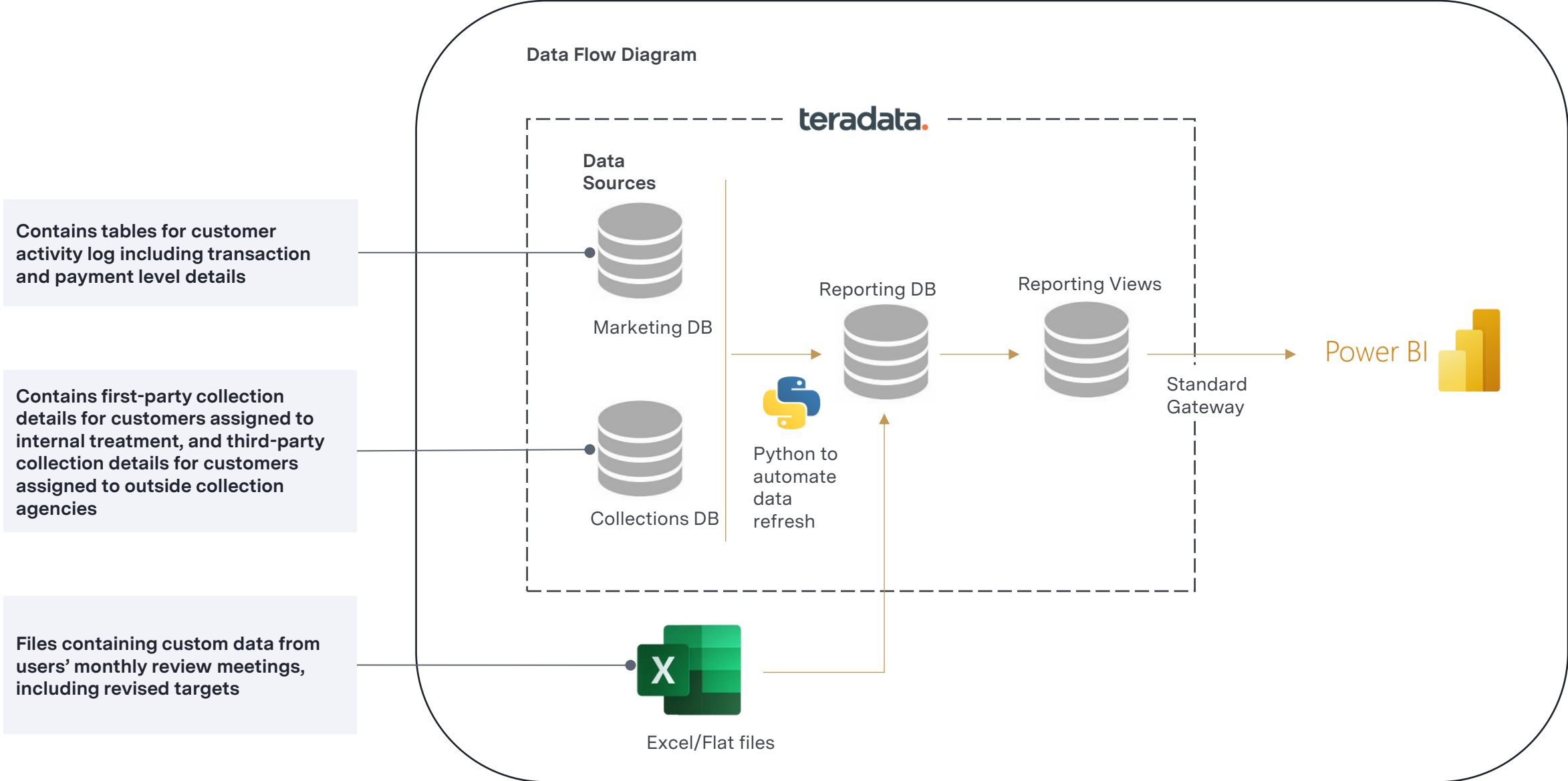
Accordion Value Add

- 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



Tracking involuntary churn and impact of various segments

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

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)

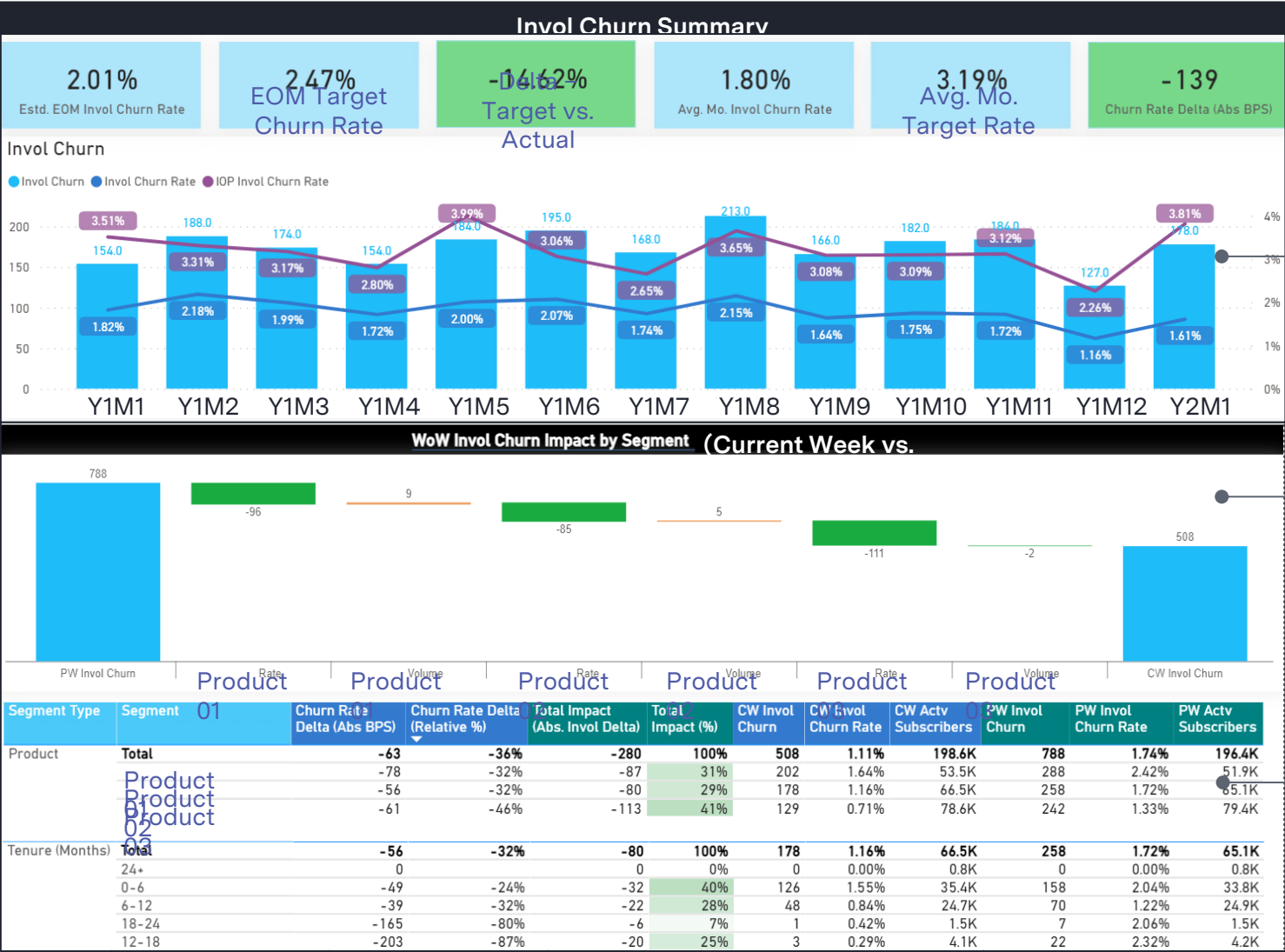
0-6

Failure Reason

All

Card Type

All

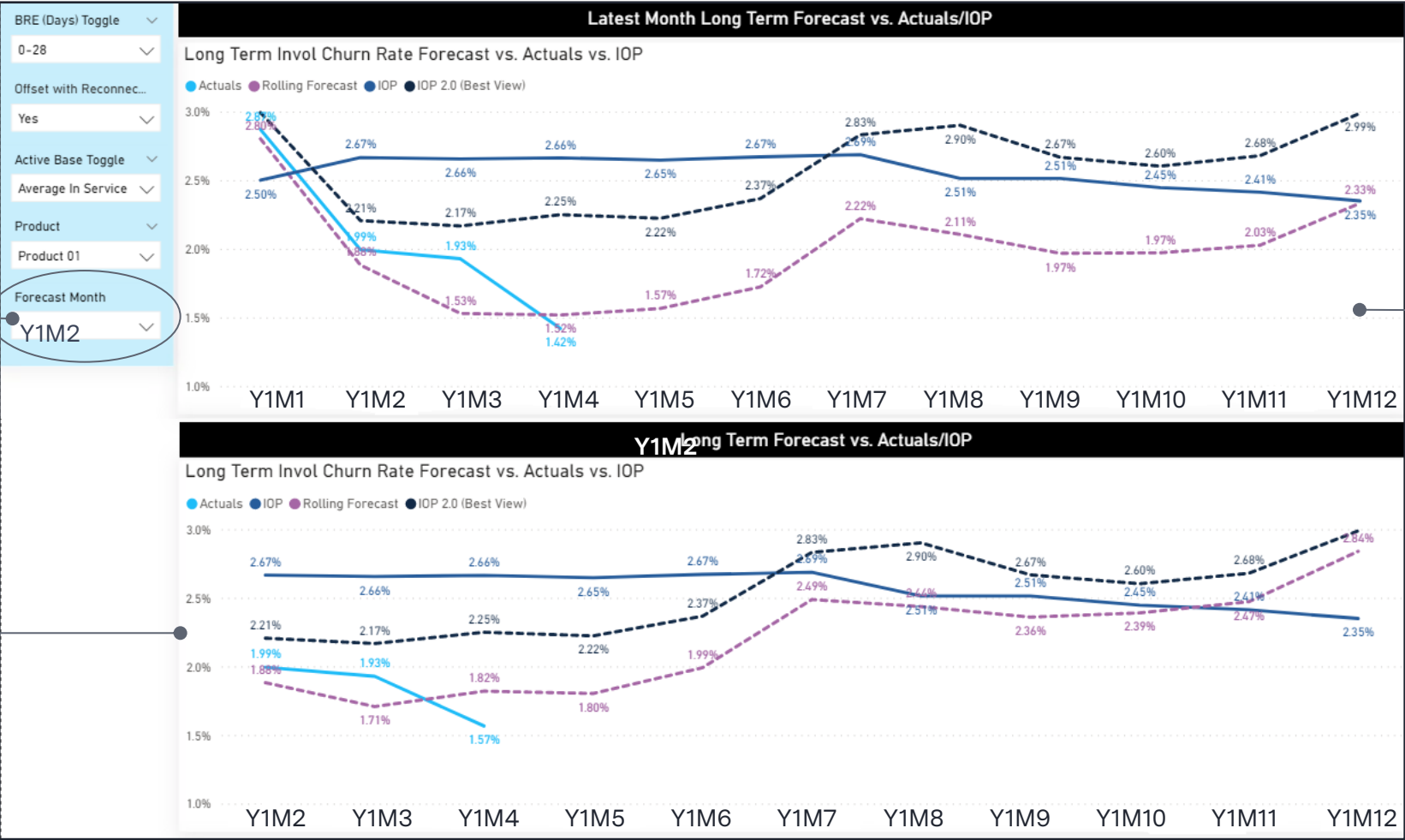


Allows users to track involuntary churn against targets over time

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

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