PREVENTING CUSTOMER CHURN

At-Risk Customers at SyriaTel

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NEED TO KNOW

The problem: Customer retention is cheaper than acquisition. Losing customers cost SyriaTel revenue and market share

The goal: Move from reactive (fixing problem after they leave) to proactive (identifying risk before they leave)

The solution: A predictive model to flag high risk customers,

Data Sources : Analyzed records of 3335 customers

What was looks at

- Usage(Day/Night minutes)
- Customer Service interactions
- Plan details (International, voicemail)

The big concern: Can we find a pattern in the behavior of customers who left?

BUSINESS AND DATA UNDERSTANDING

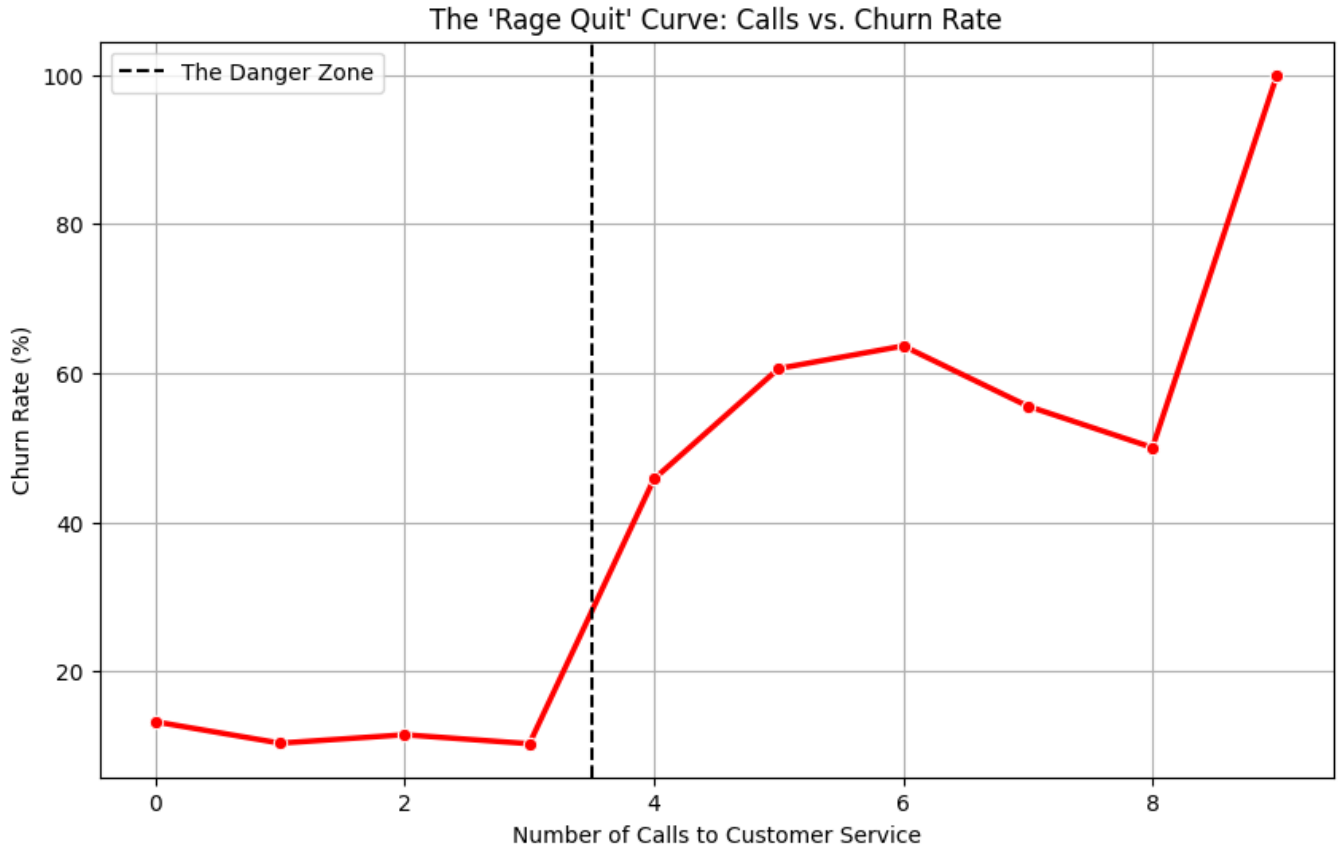
MODELING

- The model was a churn classifier.
- The model was fed the model historical data of customers who stayed vs the ones who left.
- Learning: The model learned the fingerprint of a churner
- The model was then tested it on unseen data to ensure reliability.

EVALUATION (PERFORMANCE)

- Accuracy: The model correctly identifies customer status 88% of the time
- Key metric(Recall): Crucially, it catches 99% of the customers who are actually about to leave
- Business impact: By using this model, we can intervene with potential churners we would have otherwise missed

- Customers with international plans but no voicemail leave at a high rate
- Customers who call customer service more than 3 times are highly likely to churn



KEY INSIGHTS

RECOMMENDATIONS

- The service recovery protocol: Automatically flag any customer who calls support a 3rd time for a "VIP supervisor" follow up
- Targeted offers: Create a specialized international bundle that includes voicemail to reduce friction for international travelers
- Proactive outreach: Send retention offers to high usage customers before their contract renewal date.

NEXT STEPS

- Integrate this model into the Call Center dashboard (to provide real time alerts)
- Collect data on the reason for a client leaving (price vs service) to refine the model
- Run an A/B test: offer a discount to the flagged group and measure how many stay

THANK YOU