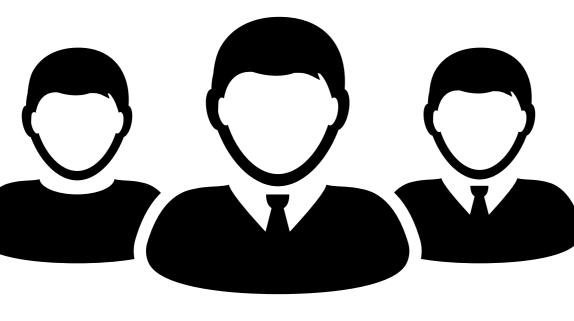
1 Define a problem statement

INTELLIGENT CUSTOMER RETENTION: USING MACHINE LEARNING FOR ENHANCED PRIDICTION OF TELECOM CUSTOMER CHURN

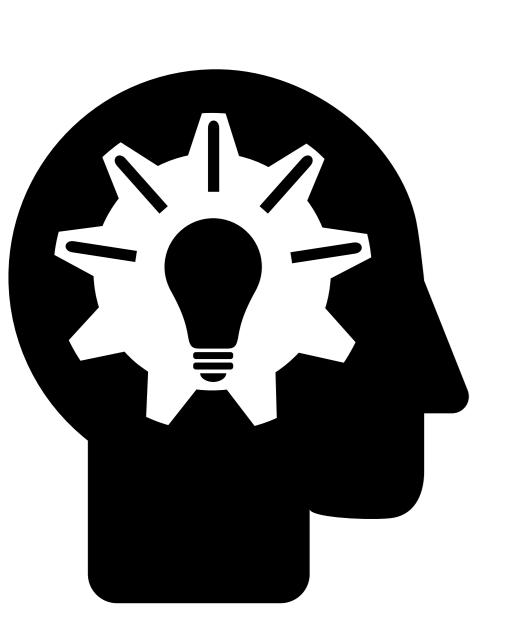
- Customer churn is often referred to as customer attrition, or customer defection which is the rate at which the customers are lost. Customer churn is a major problem and one of the most important concerns for large companies.
- Due to the direct effect on the revenues of the companies, especially in the telecom field, companies are seeking to develop means to predict potential customer to churn. Looking at churn, different reasons trigger customers to terminate their contracts, for example better price offers



There are various techniques that can be used to enhance the prediction of telecom customer churn.



Ideas for Intelligent customer
Retention



Kiruthika D

ke better use data, ensure efficient stomer care, vest in new chnologies

Maximize the results they get by providing additional learning resources

Help new customers to become familiar with your product with a robust onboarding process.

Focusing on increasing the value of digital customer service channels

Prem Kumar B

Lenin E

Lavanya K

Analyzing this data can help identify

customer retention and loyalty.

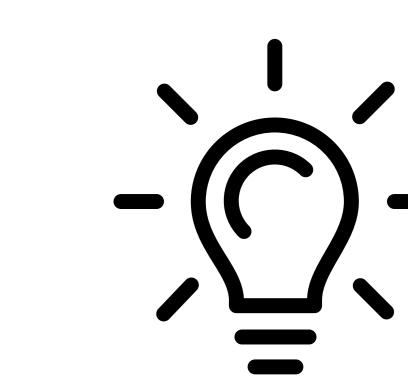
e

Determine your churn rate and monitor it





Group Ideas for Intelligent customer Retention



make better use of data, ensure efficient customer care, invest in new technologies

create a memorable customer experience.

Maximize the results they get by providing additional learning resources

Focusing on increasing the value of digital customer service channels

improving customer engagement can help telecom companies

Help new
customers to
become familiar
with your product
with a robust
onboarding

to increase customer retention and loyalty.

Analyzing this data can help identify customers

Determine
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monitor it



Prioritize the Ideas for Intelligent customer Retention

