

SyriaTel Customer Retention



Predictive Model & Analysis
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Overview

- Business Problem
- Data
- Model
- Results
- Recommendations/Conclusions

Understanding The Problem

Customer Churn Is Expensive

- You've lost 14.5% of customers and 16% of revenue
- Your customers paid a total of **\$31,566** before leaving.
- Churning customers paid \$7 more a month (\$65 vs \$58)

Business Objective:

Reduce the number of customers churning to increase profitability and brand value

Understanding Your Customers

The Data

Customer Info Summary

- Spend
- Number and Time of Minutes
- Additional Features (Voicemail, Intl, etc.)
- Customer Service Calls
- Location

Final Model

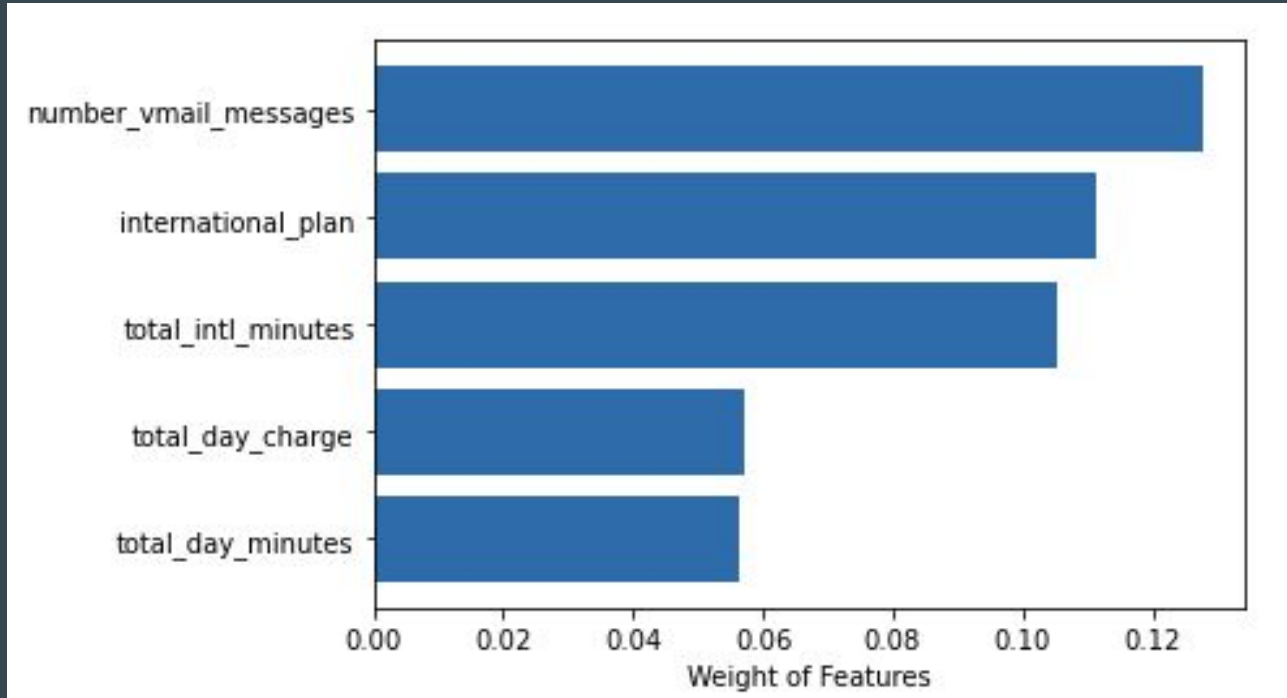
FINAL MODEL

94% accuracy

68% recall

99% precision

Top Features For Final Model



Characteristics of Churn

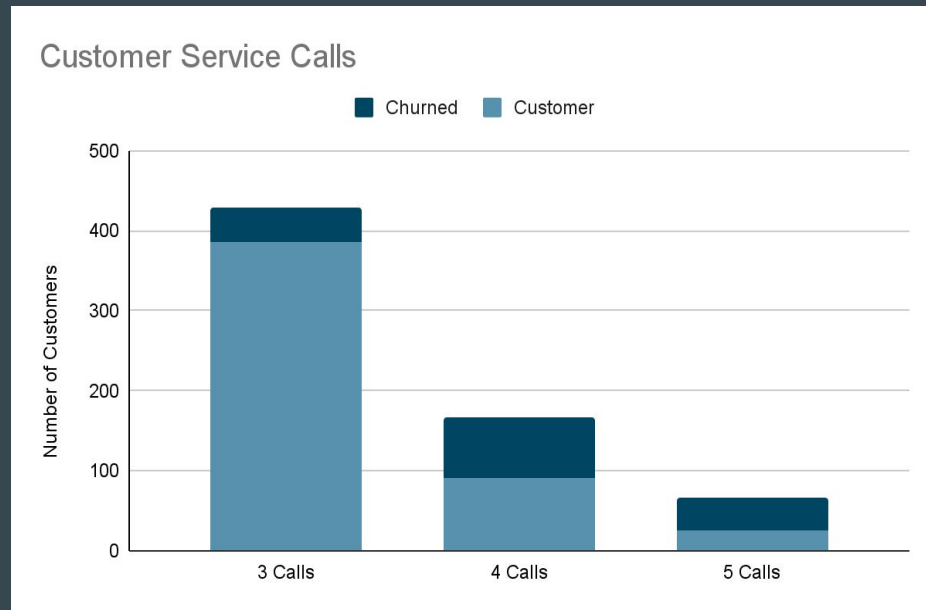
Customers Who Churn:

- No Voicemail
 - 44% less likely to use
 - International Plan
 - 4X more likely to have a plan
 - Total Talk Time:
 - Much higher during day
 - Higher in every time category
 - Customer Service Calls
 - Make 50% more CS calls
 - States
 - High in CA and TX
 - Low in HI and AK
-

EX: Customer Service Analysis

Findings

- It's very common for customers to make 3 Customer Service calls...
- 4th Customer Service call - retention goes from 90% to 54%



Recommendations

Onboarding Survey

- Account Type: INTL - Permanent or Temp?
- Do they plan on using voicemail?

Elevate Customer Service

- Flag account at 2 calls. Cancellation mentions?
- Elevated support at 3+ calls

Flat Rate Pricing

- \$58 a month from 1/3 of churned customers is \$9,338
- Offer free voicemail?

Additional Opps

- Recontact closed lost customers
- Less competition in HI & AK?

Needs For Further Exploration

Additional Requested Data

- More customers
- Customer start date/end date
- Account type
- Pricing Structure & Promotions?
- Price of Competitors

QUESTIONS



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