Executive Business Report

Customer Churn Diagnostic & Retention Strategy – Databel Telecom

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Executive Summary

This analysis evaluated customer churn behaviour within a subscription-based telecom model and identified actionable retention opportunities to protect recurring revenue.

While overall churn rates were within industry benchmarks, deeper segmentation analysis revealed structural vulnerabilities across contract types, demographic segments, and usage behaviours.

Targeted intervention across high-risk segments presents measurable opportunities for revenue stabilisation and lifetime value improvement.

Key Diagnostic Findings

1. Contract Structure Impact

Customers on short-term or month-to-month contracts exhibited significantly higher churn rates compared to long-term contract holders.

Recommendation:
 Introduce contract upgrade incentives and loyalty conversion campaigns.

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2. Demographic Vulnerability

Specific age groups, particularly senior customers, showed elevated churn risk.

Recommendation:
 Design simplified retention offers and targeted communication strategies.

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3. Plan & Usage Sensitivity

Unlimited plan customers and heavy international usage customers displayed churn sensitivity likely linked to pricing perception and usage patterns.

Recommendation:
 Refine pricing communication and introduce usage-based value reinforcement.

Financial Implication

Even marginal churn reduction (1–2%) would generate significant recurring revenue preservation due to subscription compounding effects.

Retention strategies typically outperform acquisition spend in ROI efficiency, making churn mitigation a high-leverage commercial intervention.

Strategic Conclusion

This case demonstrates the ability to:

- Diagnose churn beyond surface metrics
- Segment customer risk structurally
- Translate analytics into a retention strategy
- Present findings in executive-ready format

Reducing churn is not a reporting exercise; it is a revenue defense strategy.