Intelligent Customer Retention: Using Machine Learning for Enhanced Prediction of Telecom Customer Churn

Define Problem / Problem Understanding

Social or Business Impact

Social or Business Impact:

In essence, the definition of social impact means any significant or positive changes that solve or at least address social injustice and challenges.Businesses or organizations achieve these goals through conscious and deliberate efforts or activities in their operations and administrations.Social impact of a business includes all the effects that the business has on individuals or the society.

Social Impact: Proposed model can help improve the overall customer experience and service quality. Companies can also make better decisions about how to retain their customers.

Business Model/ Impact : This product can generate revenue using a product based model, where the system can be sold as a product to the telecom companies. This product can also be used for subscription based model.

How machine learning can help with customer retention?

Machine learning techniques are especially suited to this task, as they can churn massive amounts of historical data to learn about customer behavior, and then use this training to make predictions about important outcomes such as retention.Machine learning helps businesses improve productivity and profitability by finding valuable insights buried in your company databases. Machine learning reduces friction at every stage of a business, whether you're coming up with new product ideas or getting the goods delivered to the client.

Impact of Customers In a Business:

Add value through customer engagement Successful engagement empowers customers to make decisions, helps them get the most out of the products or services, and preempts costly service failures. Engagement fosters trust, and opens doors for more business opportunities in the future.

effective customer retention strategies:

Retain customers with a smooth onboarding process. First impressions are everything Create a customer feedback loop. One of the biggest keys to retaining customers is to know how they feel.Keep your products and services top of mind.Reward promoters and loyal customers.