#### **Empathy Map**

TEAM ID	NM2023TMID32920
PROJECT NAME	Intelligent Customer
	Retention: Using Machine
	Learning for Enhanced
	Prediction of Telecom
	Customer Churn
MAXIMUM MARKS	5 Marks

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, more interesting packages, bad service experiences or change of customers' personal situations.

Customer churn has become highly important for companies because of increasing competition among companies, increased importance of marketing strategies and conscious behaviour of customers in the recent years. Customers can easily trend toward alternative services. Companies must develop various strategies to prevent these possible trends, depending on the services they provide. During the estimation of possible churns, data from the previous churns might be used. An efficient churn predictive model benefits companies in many ways. Early identification of customers likely to leave may help to build cost effective ways in marketing strategies.



# **Build empathy**

The information you add here should be representative of the observations and research you've done about your users.

## Says

What have we heard them say?
What can we magine them saying?

How predict telecom customer churn?

In intelligent
customer
retention,why
machine learning can
used for enhanced
prediction of telecom
customer churn?

when Possible to
Predict enhanced
telecom
customer churn?

it is really helpful for intelligent customer retention?

It is very hard to build enhanced prediction of telecom customer churn?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

how
telecom
customer
churn?

how many datas can be used for prediction of telecom customer churn

**Thinks** 

nowadays
it can
helpful for
telecom?

CUSTOMER

gather data from telecom customer

collect enhanced prediction of telecom customer churn

### Does

What behavior have we observed? What can we imagine them doing?

get feedback
from some
telecom
services

stored to new predicted datas

Excitement

Optimism

Concern

Anxiousness

#### Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?