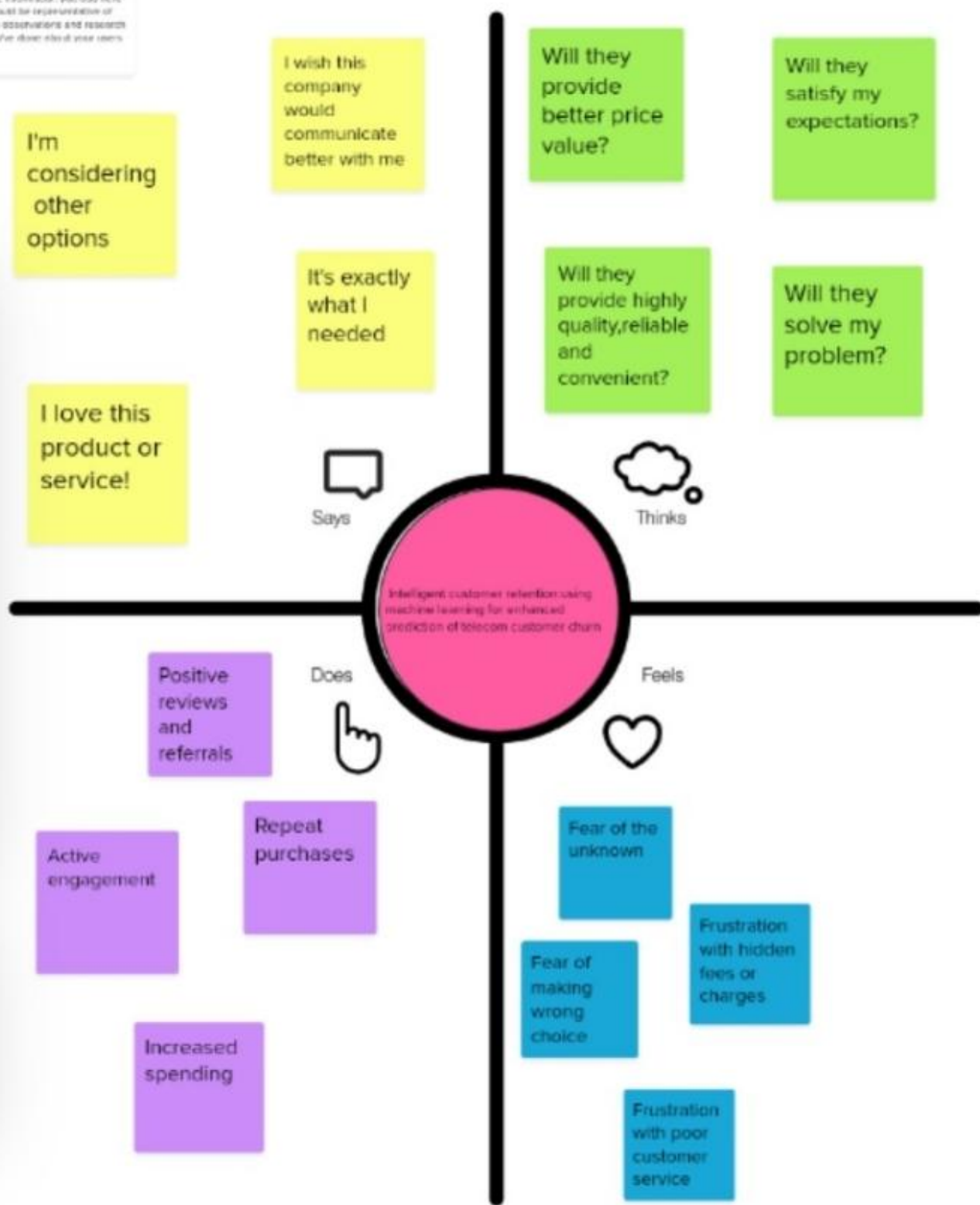


Build Emathy

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



Intelligent customer retention using machine learning for enhanced prediction of telecom customer churn

Says

Thinks

Does

Feels

I'm considering other options

I wish this company would communicate better with me

It's exactly what I needed

I love this product or service!

Will they provide better price value?

Will they satisfy my expectations?

Will they provide highly quality, reliable and convenient?

Will they solve my problem?

Positive reviews and referrals

Repeat purchases

Active engagement

Increased spending

Fear of the unknown

Frustration with hidden fees or charges

Fear of making wrong choice

Frustration with poor customer service