Predicting Customer Churn to Drive Retention at Syriatel

A Data-Driven Strategy for Protecting Our Revenue

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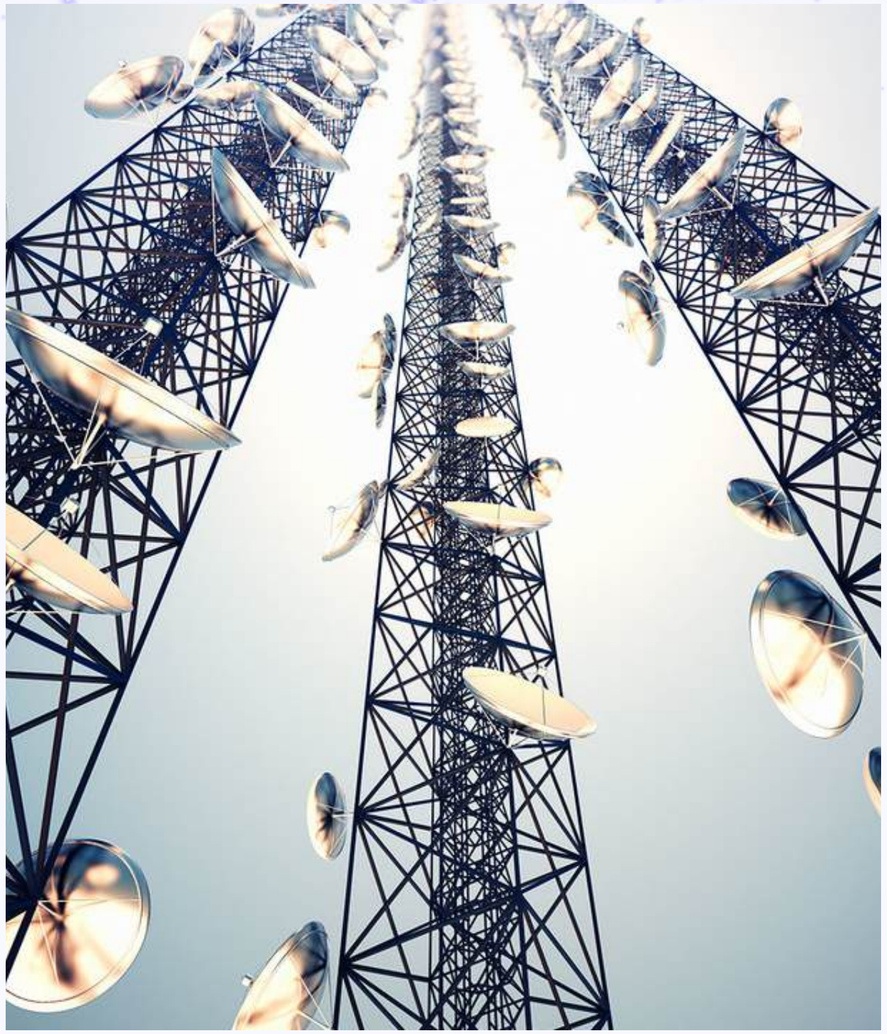
Overview

The Challenge: Why Customers Leave
Syriatel serves over 6 million customers, holding 55% of the Syrian market. Recently, we've observed an increase in customer churn - the rate at which customers cancel their service.

The Business Impact: Losing customers means losing revenue. It costs significantly more to acquire a new customer than to keep an existing one.

The Goal: To build a tool that helps us predict which customers are likely to churn so we can proactively reach out and keep them.



What We Know **About Our Customers**

We analyzed historical data from 3,333 customers, looking at their usage patterns, plans, and account details.

What we looked at:

- Account Information: How long they've been with us, their contract type, and their area code.
- Usage & Spending: Minutes used (day, evening, night), number of calls, and resulting charges
- Service Interactions: How many times they called customer service.

The Reality:

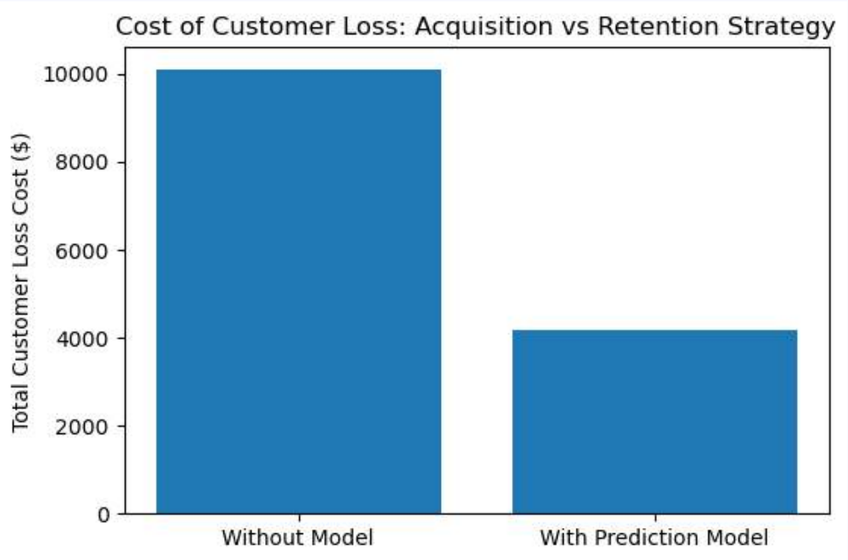
Our current overall churn rate is about 14.5% . This represents a significant, recurring loss of revenue that we can potentially prevent.

How We Can Predict

Churn Before It Happens?

Analogy

Think of this like a weather forecast. We don't just guess; we use past data (pressure, wind, temperature) to predict the chance of rain tomorrow.



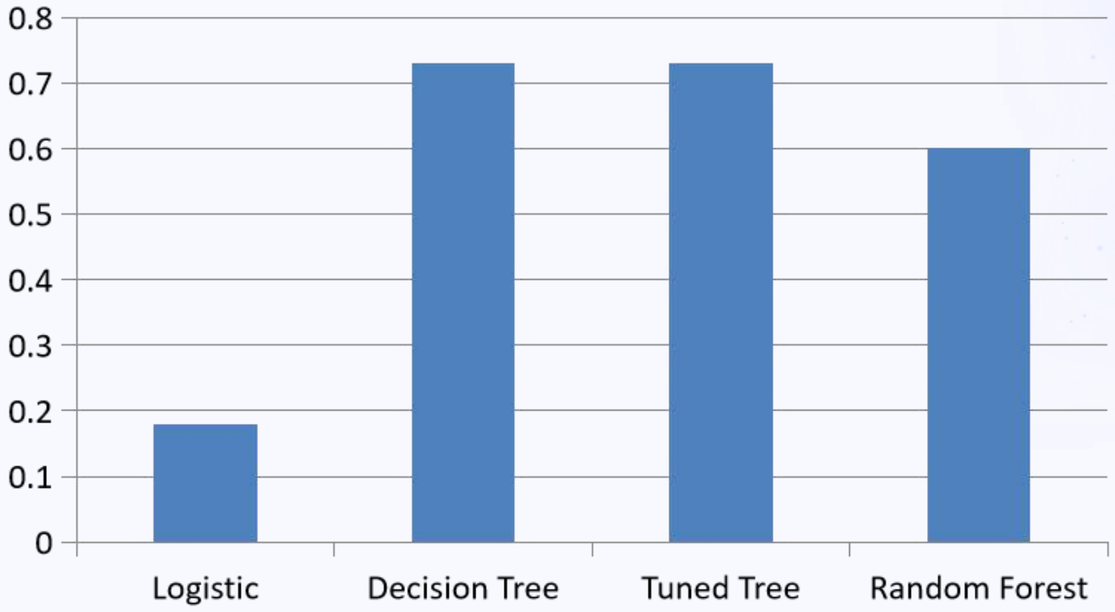
Our approach

Think of this like a weather forecast. We don't just guess; we use past data (pressure, wind, temperature) to predict the chance of rain tomorrow.

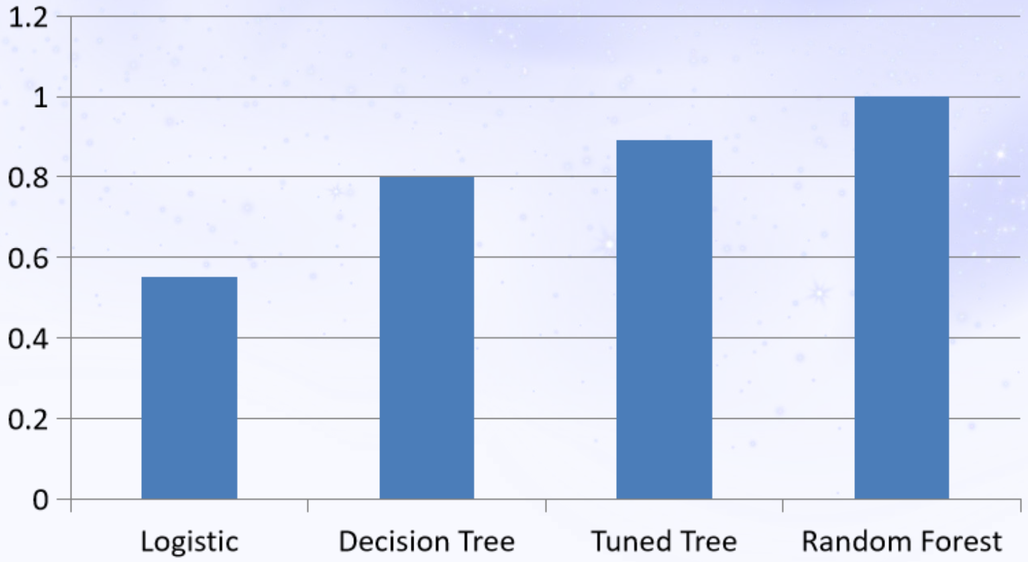
1. "Low Risk": Customers predicted to stay.
2. "High Risk": Customers predicted to leave.

Why it's useful: This allows us to focus our retention efforts (like special offers or personal check-in calls) on the smaller group of high-risk customers, rather than bothering everyone.

Model Performance Comparison (Recall for Churn)



Precision for Churn Predictions



The Top Warning Signs of a Customer at Risk

The model analyzed all the customer data to find the strongest signals of churn. These are the key red flags:

The Top 3 Drivers of Churn:

Frequent Customer Service Calls

Customers who call support 3 or more times are far more likely to leave. This is a major sign of frustration or unresolved issues.

Having an International Plan

Customers with this plan churn at a much higher rate (around 40%) than those without it. This suggests potential dissatisfaction with pricing or service quality.

High Daytime Usage

Customers with very high daytime minutes and charges are also more prone to churn, possibly indicating they are heavy users who are sensitive to their bill.

Putting Our Prediction Model to the Test

We tested the model on a set of "new" customer data it had never seen before to see how well it performed.

The Key Question: How good is it at finding the "needles in the haystack".. the customers who will actually churn?

The Results: Our best model successfully identified 73% of customers who ended up churning.
This is a massive improvement over guessing! It means we have a real opportunity to intervene and save most of these at-risk relationships.

Takeaway: While not perfect, the model provides a highly reliable, data-backed list of customers to focus our retention efforts on.

A Proactive Plan to Retain Our Customers

For customers with high customer service calls

Have a senior agent proactively reach out for a personal "check-in" to resolve any lingering issues and offer support.

For customers with an International Plans

Survey them to understand their needs. Offer a discounted bundle or improved service package to increase perceived value.

For high-usage (high-bill) customers

Offer a tailored plan with a slightly lower rate in exchange for a 12-month commitment, converting them from month-to-month.

General Strategy

The sales/support team receives a weekly "High-Risk" report to guide their outreach calls.

Making This a Reality

To put this tool to work, our next steps are:

- Integrate the Model: Work with our IT team to automatically run the churn model on our customer database each week.
- Create a Simple Workflow: Design a clear process for the Customer Success team to receive and act on the "High-Risk" customer list.
- Train the Team: Show the team how to use the list and tailor their conversations based on the customer's specific risk factors.
- Launch a Pilot Program: Test the process with one team for a month to measure the actual impact on retention before a full rollout.

The Impact on Our Business

Success isn't just about the model; it's about the bottom line. We will measure:

Primary Metric

A measurable reduction in our overall monthly churn rate.

Secondary Metric

An increase in the retention rate of customers identified as "High-Risk" that we contact.

Tracking

We will compare the churn rate of the group we contact against a similar group of high-risk customers we do not contact, to see the true impact of our efforts.

Other than that:
Integrate model into CRM
Run weekly predictions
Measure retention improvements

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Thank You