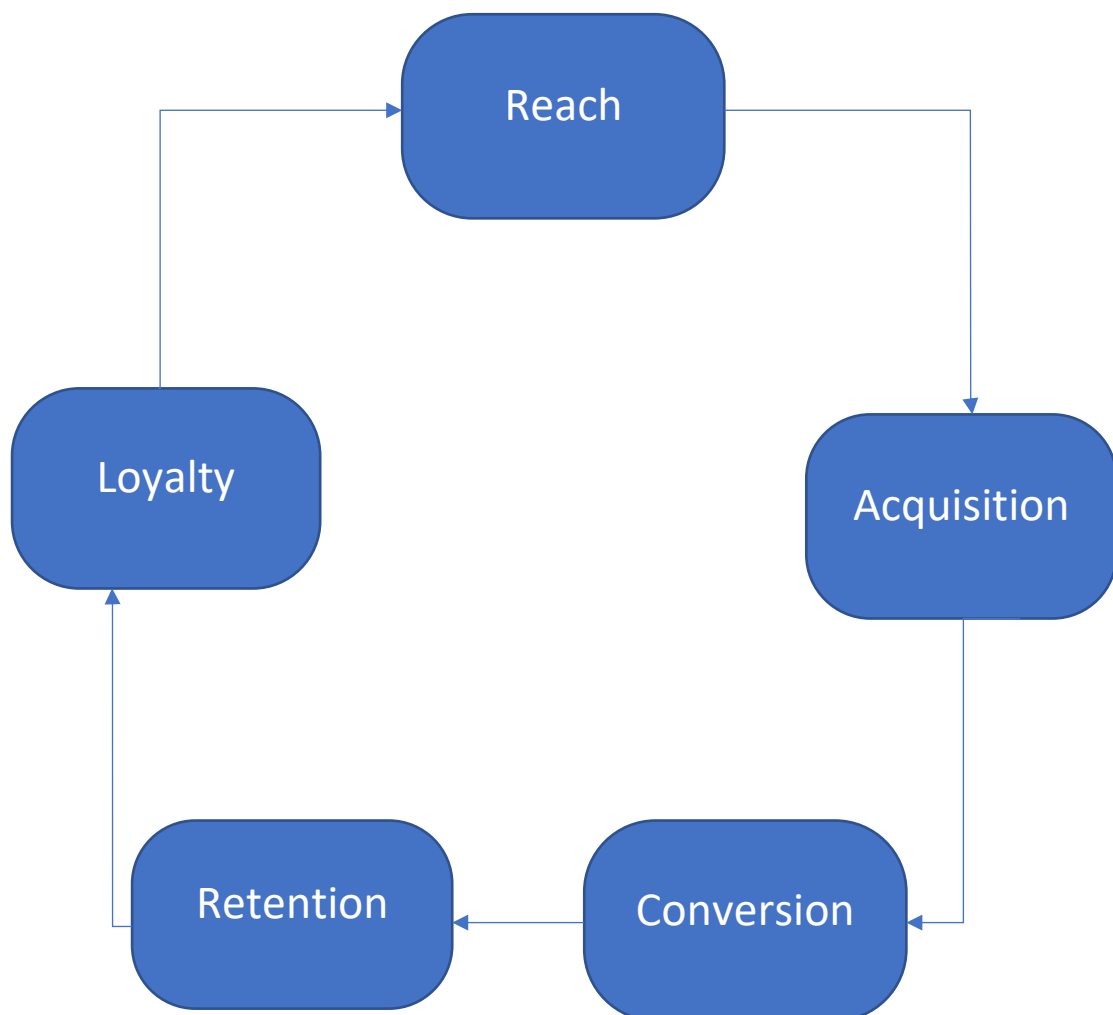


Requirement life cycle for Customer Segmentation Model for a Telecommunications Company.

The customer lifecycle refers to the points in the continuum where explains

1. Reach—grab the potential customer's attention
2. Acquisition—bring them into a sphere of influence
3. Conversion—make them a registered instead paying customer
4. Retention—keep them as a customer
5. Loyalty/advocacy—turn them into a company advocate.



1. **Reach**- The reach stage is the first step in the customer lifecycle. In this stage, a customer becomes aware of any products or services offered by a company for the first time. You can reach out to customers during this stage by making sure that your marketing material and content appear where consumers are likely to find them. You will be able to know you have succeeded if customers ask for more information or a price.
2. **Acquisition**- It happens when a customer first interacts with a brand. The primary objective of acquisition is to arouse and captivate new audiences. Marketing strategies that help in achieving this include content marketing, social media campaigns, and search engine optimization (SEO).
3. **Conversion**- It is the stage in the customer lifecycle where a prospect converts into a paying customer by purchasing a product or signing up for a service. This is a critical point at which a potential customer translates into increased revenue and brand loyalty.
4. **Retention**- It describes the maintenance of customers during the whole duration that they spend within the company, from the moment they are first aware of the business to when they last do business with them.
5. **Loyalty**- The final stage of the customer lifecycle is loyalty, wherein a customer turns into a repeat buyer and a strong advocate of the business. satisfied customers continue using the product or continue renewing their term for subscription-based offerings.