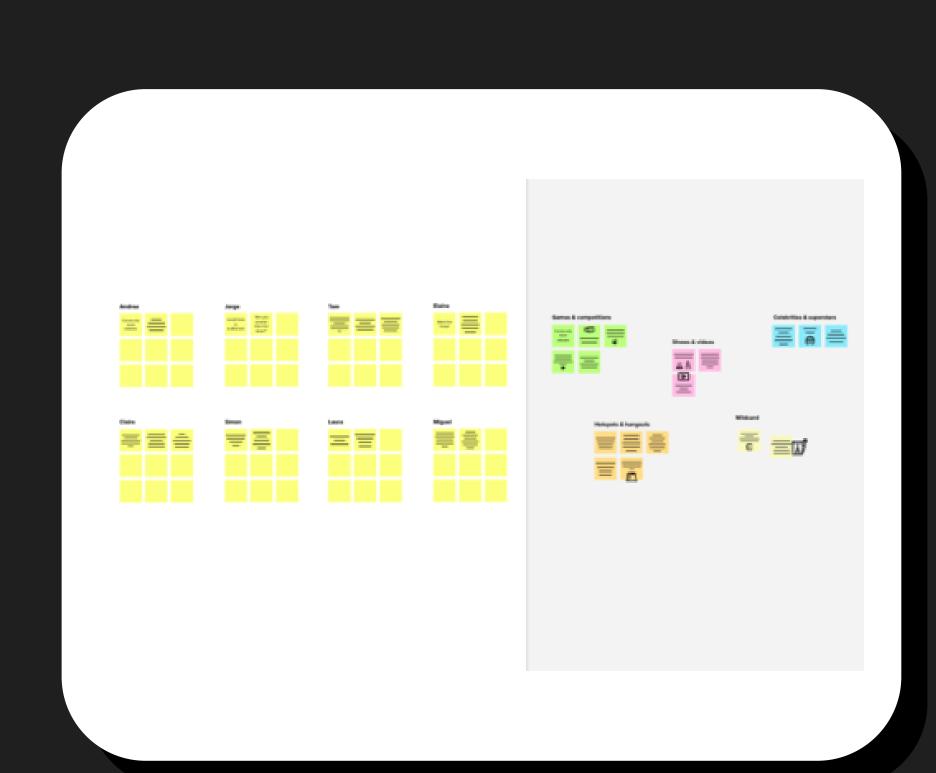


Intelligent Customer

- 1. Applying four classification algorithms.
- 2. KNN Nearest neighbor algorithm
- 3. SVM Support vector algorithm
- 4. ANN Artificial neural network
- 5. Random forest classifier algorithm
- 6. Literature survey
- (L) 10 minutes
- 1 hour to collaborate
- 2-8 people recommended



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example ->



Before you collaborate

Customer churn rate indicates how many of your existing customers are not likely to make another purchase from your husiness.

Team gathering

Set the goal

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and

Open article →

productive session.

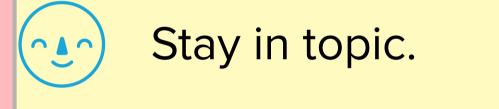
Define your Problem

- 1. Customer churn is referred to as customer attrition, or customer defection which is the rate at which the customers are lost.
- 2. The main objective of intelligent customer retention problem is to predicts potential of telecom customer churn.
- 3. This project will help the telecom companys predict the number of customers that will leave the telecom service provide.
- 4. Customer churn has become highly important for companies because of increasing competition among companies.
- 5. To identify probable churn customer machine learning algorithm will be applied and the result will be predict.

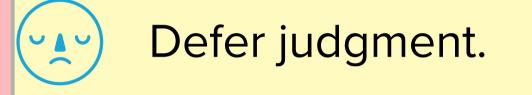


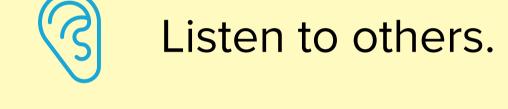
Key rules of brainstorming

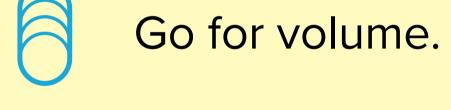
To run an smooth and productive session

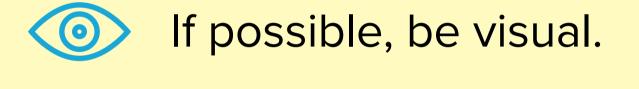










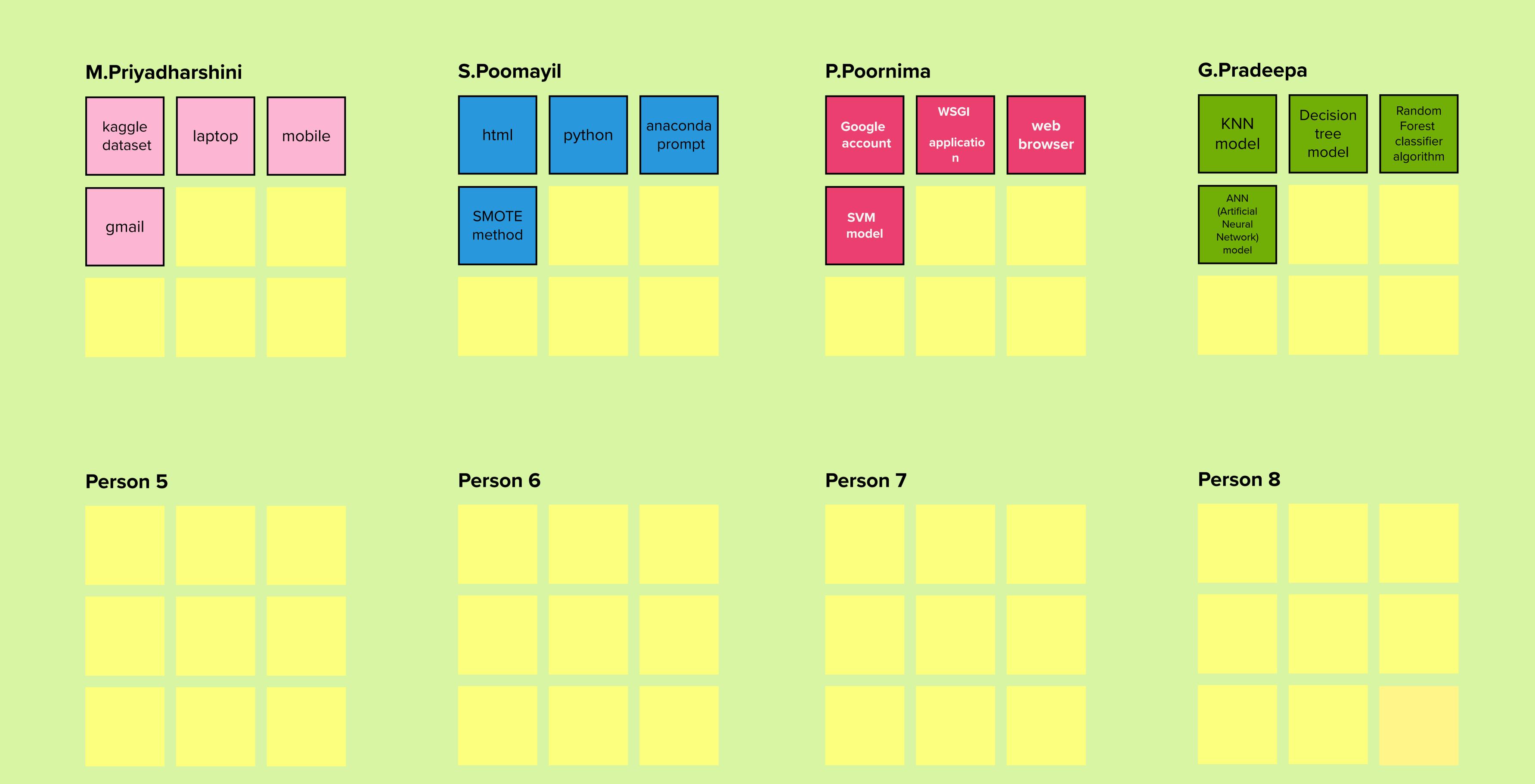




Brainstorm

Improve the customer experience and service quality

① 10 minutes







Group ideas

- 1. Be proactive with communication.
- 2. User interacts with the UI to enter the input.
- 3. Entered input is analysed by the model which is integrated.

 4. Once model analyses the input the prediction is showcased on Th Ul.
 - 5. Offer incentives.

Be proactive With communication

> Entered input is analysed by the model Which is integrated

Offer incentives

User

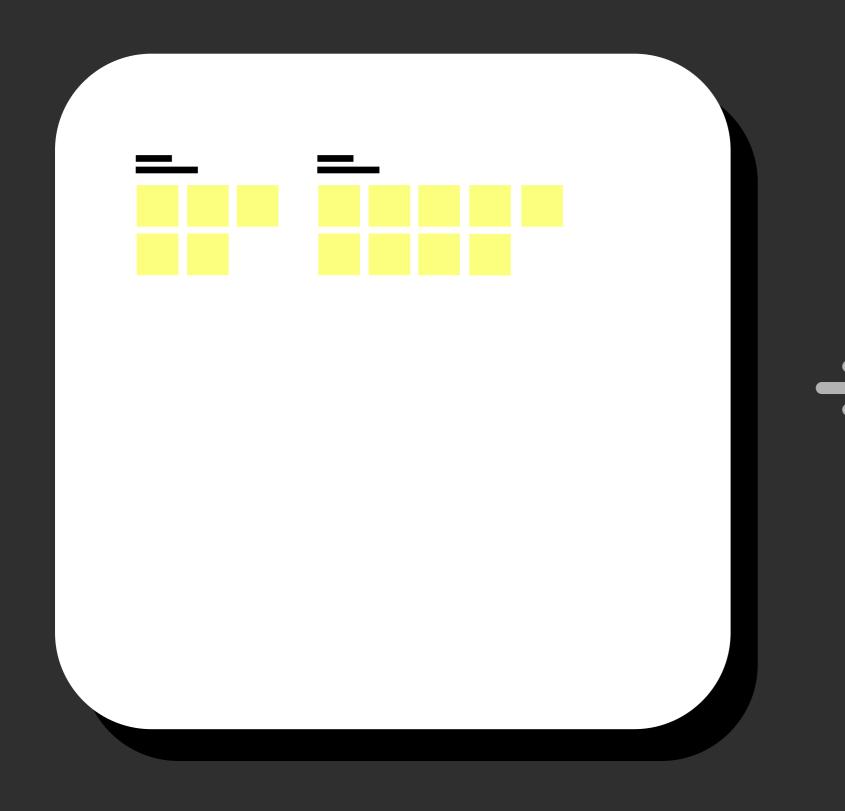
interacts

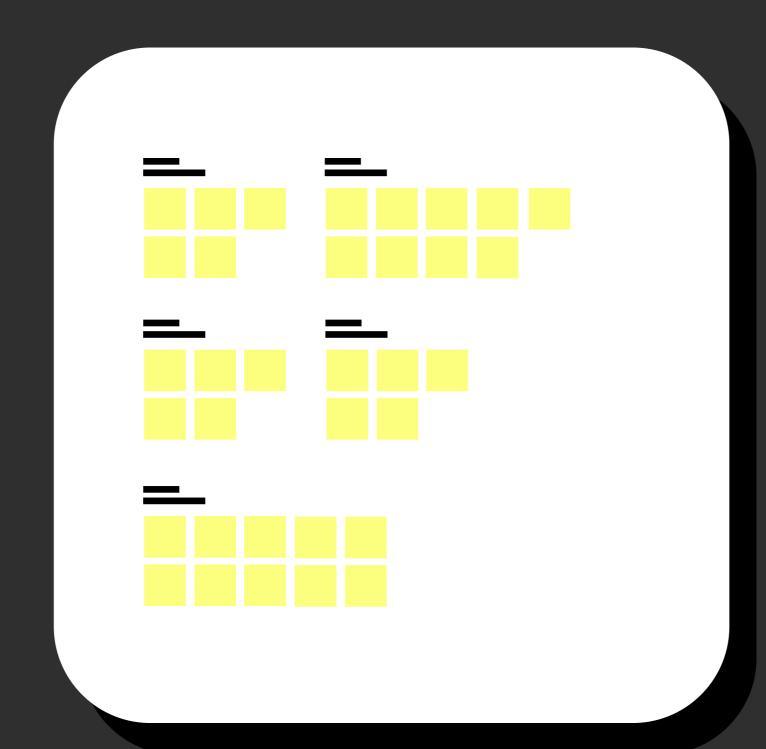
with the UI to

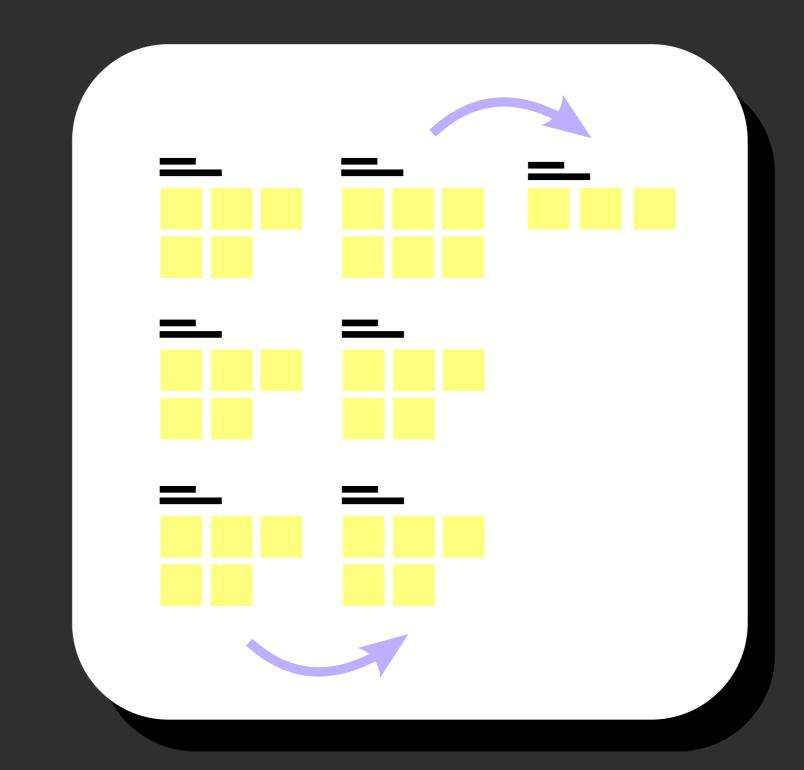
enter the

input

Once model analyses the input the prediction is showcased on the UI





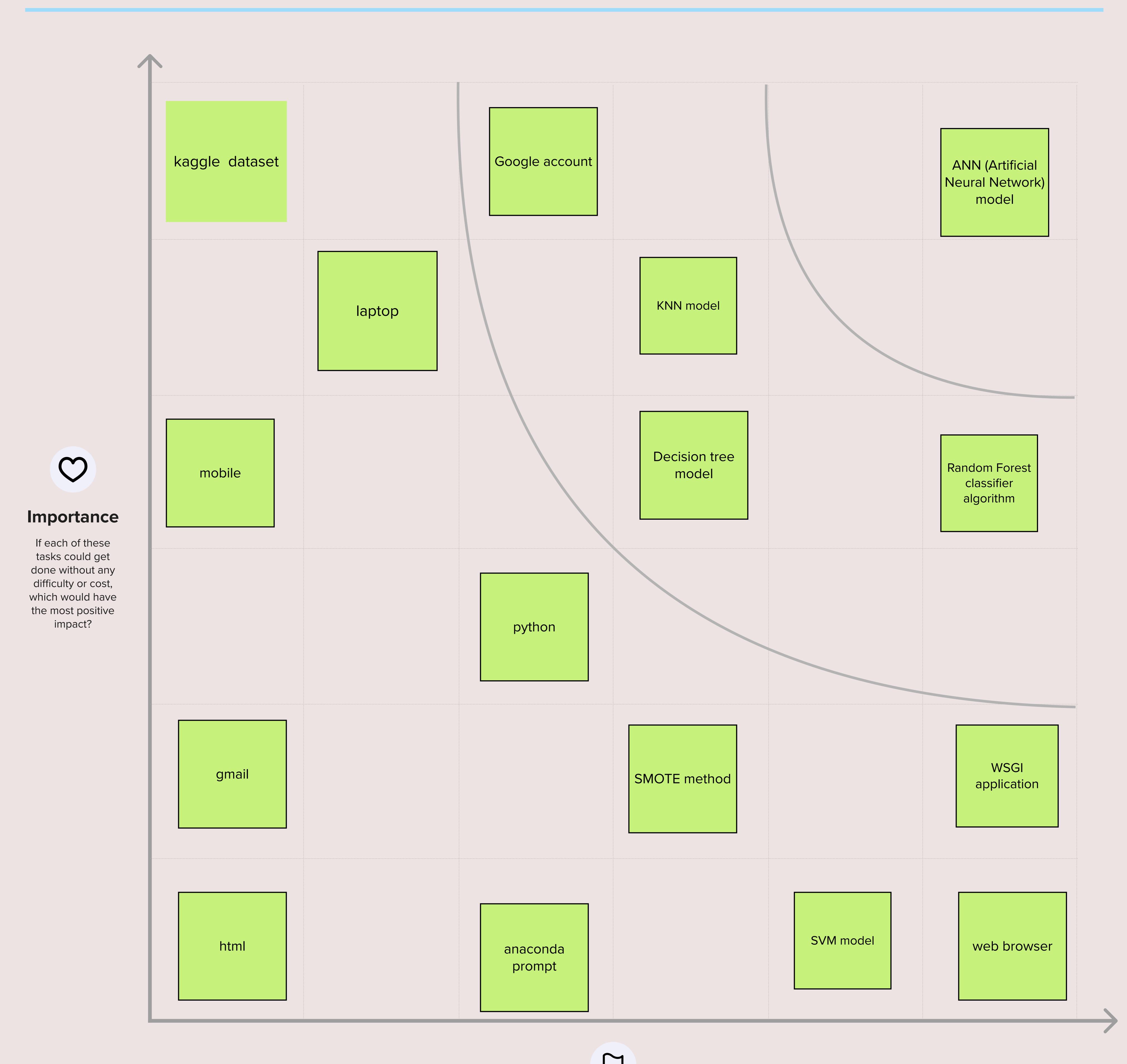




Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

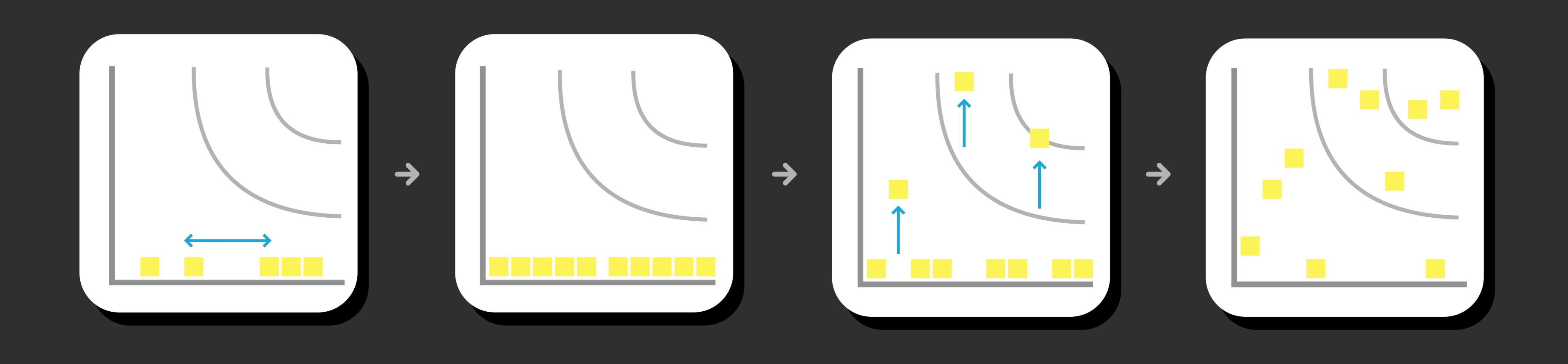
① 20 minutes





Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)





After you collaborate

We can export the mural as pdf to share. it is helpful to getting information.

Quick add-ons

Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

В

Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward



Strategy blueprint

Define the components of a new idea or strategy.

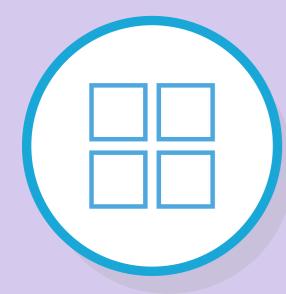
Open the template →



Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

Open the template →



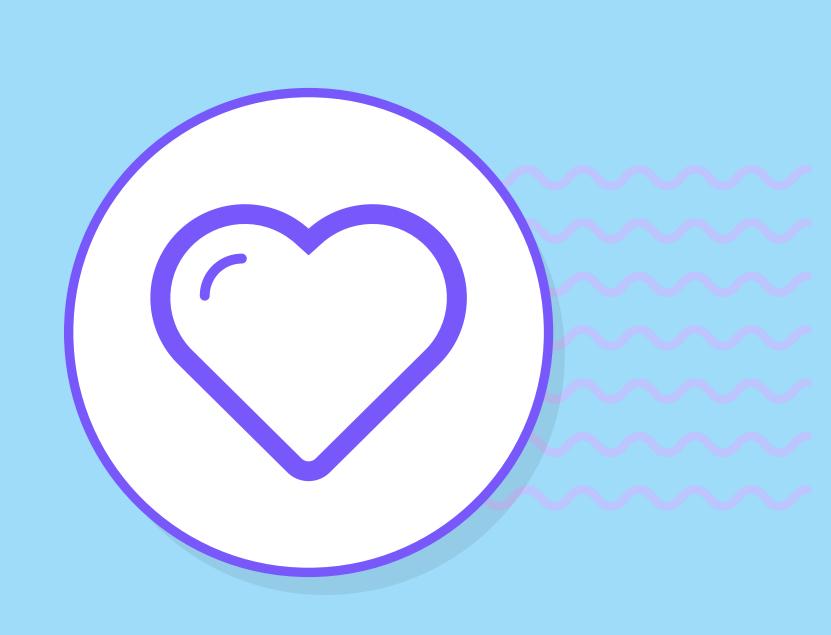
Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

Open the template →



Share template feedback



Empathy map carivas

Telecom customers who have subscribed to out services.
Customers who have been with us for a while but might be considering switching to another provider.

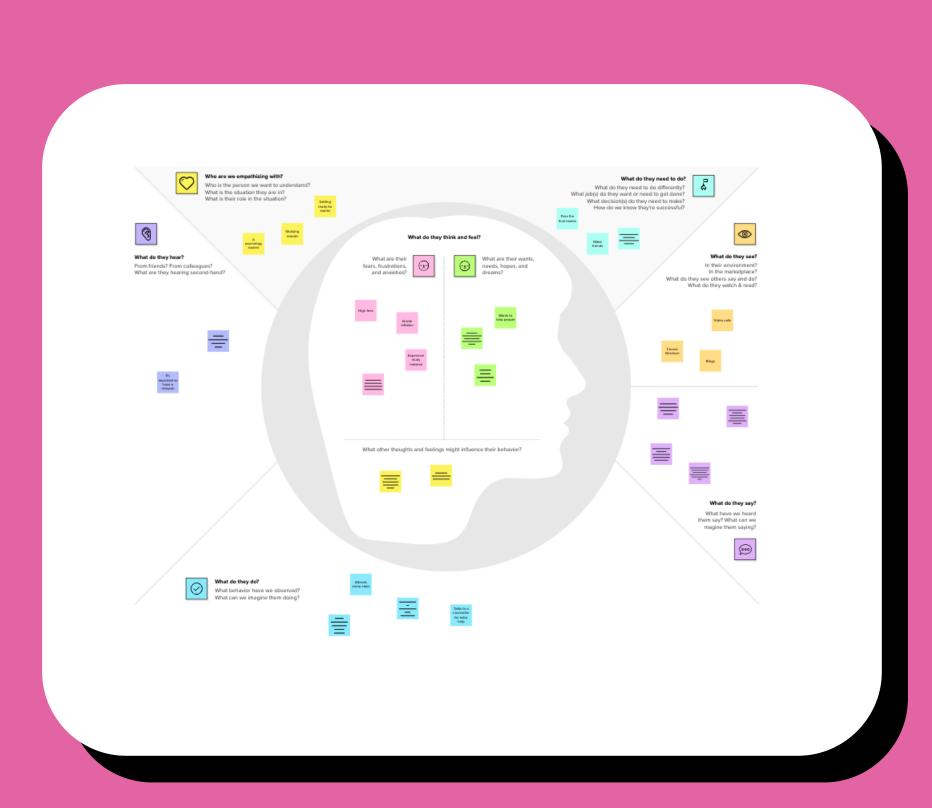
Customers who have already churned and might be petential targets for win-back campaigns.

Originally created by Dave Gray at





Share template feedback



Need some inspiration?

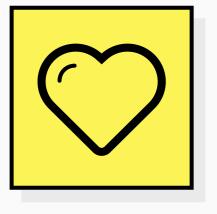
See a finished version of this template to kickstart your work.

Open example -



Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



WHO are we empathizing with?

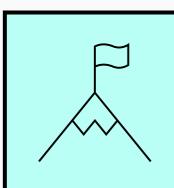
Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

Deeper understanding of the customers thoughts and feelings, behaviors

GOAL

What do they THINK and FEEL?

Pricing, service quality,customer service and other relevant



3

What do they HEAR?

What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

> The customers feedback about the quality of service, such as dropped calls or slow internet speeds

The customers complaints or concerns about billing issues,hidden fees, or unexpected charges

> The customers overall level of satisfaction with the telecom company's services and products

Identify key factors that may influence a customers decision to stay or leave a telecom provider.

PAINS

Lack of

personalized

solutions and

incentives for

loyalty.

What are their fears, frustrations, and anxieties?

Poor service

quality and

frequent

network

issues.

GAINS

What are their wants, needs, hopes, and dreams?

variables.

Proactive solutions that anticipate customer needs.

High-quality service and minimal downtime

What other thoughts and feelings might influence their behavior?

I want a telecom provider that offers reliable service at a reasonable price.

Hopeful about finding a better telecom provider.

> Considers different plans and pricing options.

What do they need to DO?

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

Develop a more

accurate and effective

prediction model for

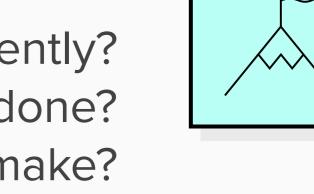
telecom customer

churn by gaining a

deeper understanding

of the customers

perspective and needs.



usage patterns, such as how often they make calls or use data The customers

The customers

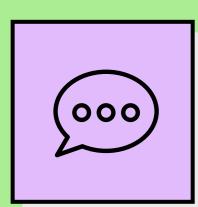
phone and internet

The customers interaction history with customer service

billing history, including any past due balances or late payments

What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?

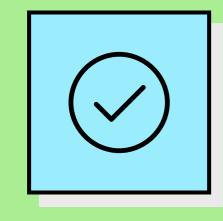


What do they SAY?

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

I am not satisfied with may current telecom provider.

> I am looking for better deals and services.



What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

Researches different telecom providers

online.

Asks friends or family for recommendations





