

KPI:

- 1) Total Churn Percentage out of total Customers
- 2) Correlate Churn and different types of Internet Services Provided
- 3) People with what type of contract are churning the most?
- 4) Share of Senior Citizens among Churners
- 5) Identify Customers with high probability to Churn

MAIL:

Subject: Insights and Recommendations on Customer Churning

Hello Janet,

I trust this email finds you well. I have been diligently working on the data you provided, and I'm pleased to share some insights that may be crucial for addressing the issue of customer churning.

1) Identify Customers with High Churning Risk:

After a thorough analysis, it appears that customers with Month-to-Month contracts who have opted for Fiber Optic Internet Service are at high risk of churning. Interestingly, this trend is more pronounced among senior citizens falling into this criteria.

2) Reasons Behind Churning:

The data suggests a notable increase in technical issues related to the Fiber Optic Internet service. Despite multiple tickets being raised, the resolution process has been slow, contributing to a significant backlog of tickets. Senior citizens, in particular, seem to be disproportionately affected due to lower technical understanding, difficulty in raising complaints, and slow response times.

3) Suggestions:

To address these challenges, I propose the following recommendations:

- Fix Fiber Optic Internet Service Promptly:

Prioritize resolving the technical issues with Fiber Optic Internet service as quickly as possible.

- Hire Experts in Fiber Optics:

Bring in experts in the field of fiber optics to ensure a swift resolution to the technical problems.

- Streamline Complaint Mechanism:

Simplify the complaint mechanism to facilitate easier reporting. Develop a system to broadcast messages to all customers in case any service is not operational, providing an estimated time needed for repair.

- Assign Local Operators:

Assign local operators with first-hand information about the issues, ensuring a more personalized and responsive approach.

- Attractive Long-Term Plans:

Make long-term plans more attractive to discourage short-term churning. However, ensure that the quality of service remains uncompromised.

I believe implementing these suggestions will not only address the current challenges but also contribute to a more robust and customer-centric approach.

Looking forward to discussing these insights further and exploring potential strategies to retain our valued customers.

Best Regards,

[Rohit Sukhlal Varpe}