

# **Summary and Recommendations**

## **Objective:**

The analysis identifies patterns behind customer churn in a telecom business, highlights contributing factors, and provides actionable recommendations to reduce churn and improve customer retention.

## **Key Insights**

### **1. Overall Churn Rate:**

- Approximately **27% of customers churned**, indicating a significant opportunity for intervention.

### **2. Service-Related Factors:**

- Customers with **Fiber Optic Internet Service** had higher churn rates than those using DSL.
- Customers who opted out of additional services such as **Online Security** and **Tech Support** showed increased churn.

### **3. Impact of Contract Type:**

- Customers with **Month-to-Month contracts** churned at a much higher rate compared to those on **1-year or 2-year contracts**.

# **Recommendations to Reduce Customer Churn**

## **1. Enhance Customer Support with 24/7 Availability**

- Provide **24/7 active customer support** to ensure that customer issues and queries are addressed promptly.
- This initiative will help build **trust and confidence** among customers, showing that the company values their concerns and is always available to assist.
- Improved support can foster **long-term loyalty**, leading to higher customer satisfaction and reduced churn rates.

## **2. Offer Incentives to Promote Long-Term Subscriptions**

- Introduce attractive offers such as "**Opt for a 4-month plan and get an additional 1 month free**".
- This strategy encourages customers to commit to **longer-term plans**, reducing the likelihood of churn and increasing customer retention.
- Incentives like **vouchers** or free months provide value to the customer while promoting long-term engagement with the company.

### 3. Improve Fiber Optic Service Quality

- Investigate and address issues with **Fiber Optic Internet Service** to enhance customer satisfaction.

### 4. Enhance Brand Presence Through Strategic Social Media Campaigns

- Launch **creative social media campaigns** to increase awareness about the company's network and highlight how much the company values its customers.
- Organize **fun contests and share engaging, humorous content** to create a stronger connection with customers and showcase a more relatable brand image.
- Develop a **memorable tagline** that leaves a lasting impression and encourages customers to think about the company's services when considering telecom options.