



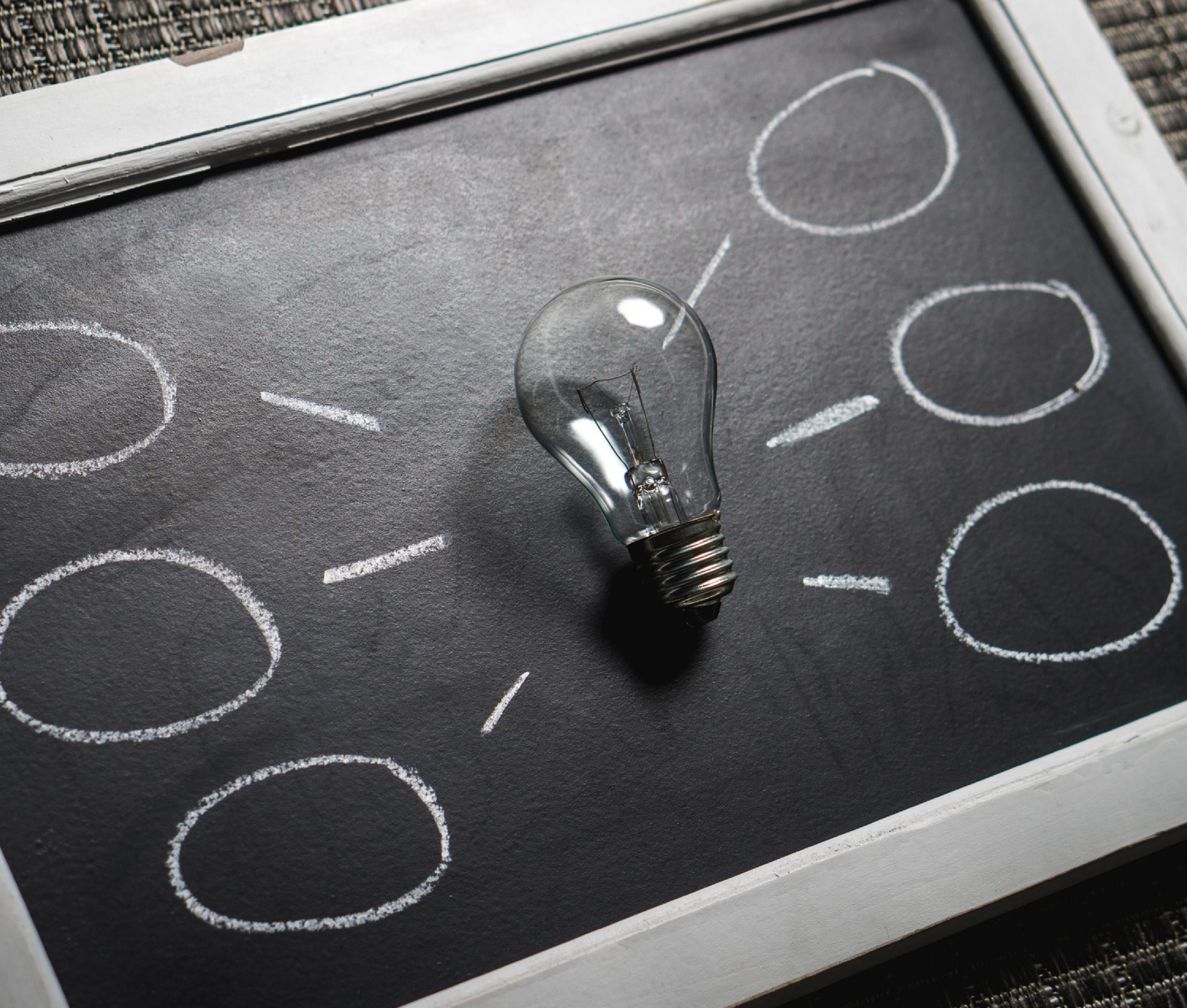
DATA-DRIVEN RETENTION: TELCO'S WINNING STRATEGIES

Ryan Poole

December 11, 2023

AGENDA

1. Summary
2. Findings
3. Recommendation
4. Conclusion

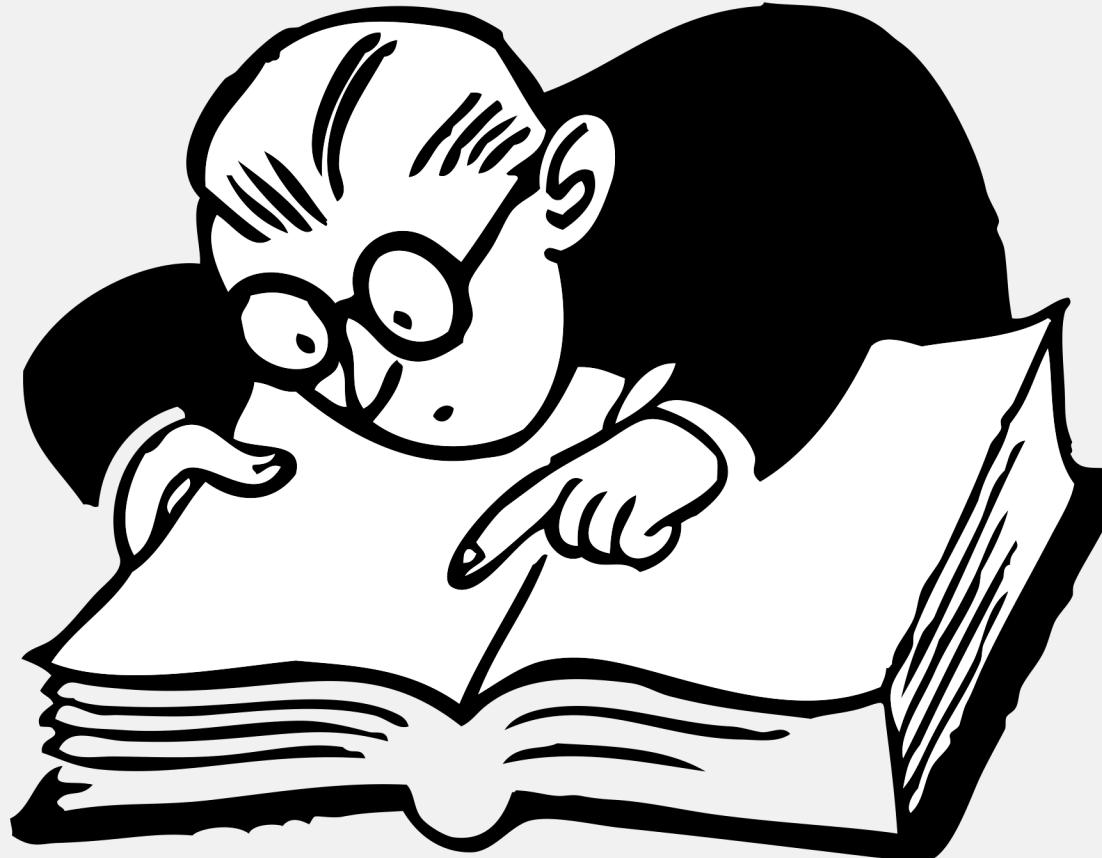


SUMMARY

43% of customers
with month to month
contracts are
churning



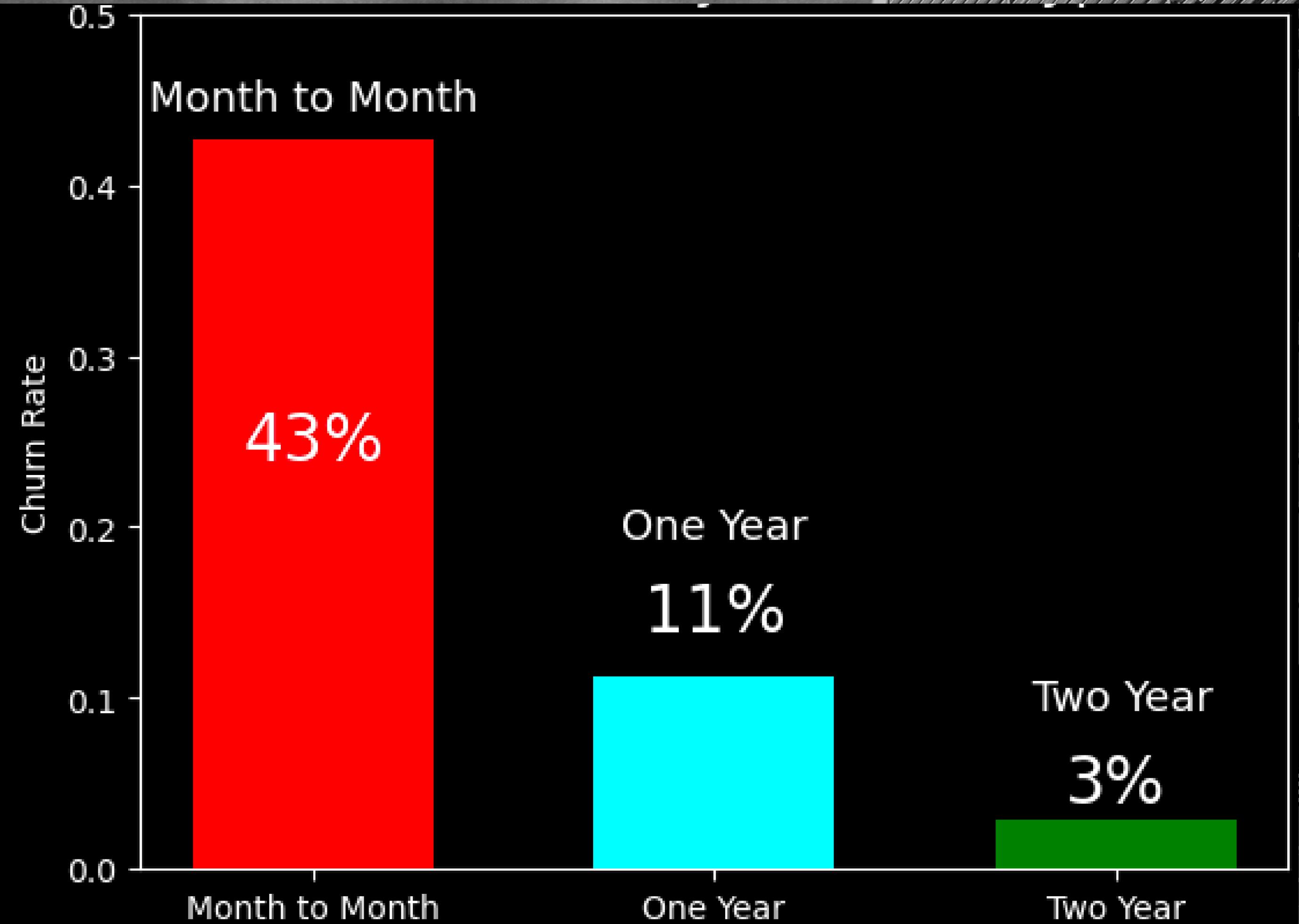
Switching to one or two
year contracts or adding
tech support would cut
these numbers in half.



That number
gets higher if
they do not
have tech
support



CHURN RATES BY CONTRACT TYPE



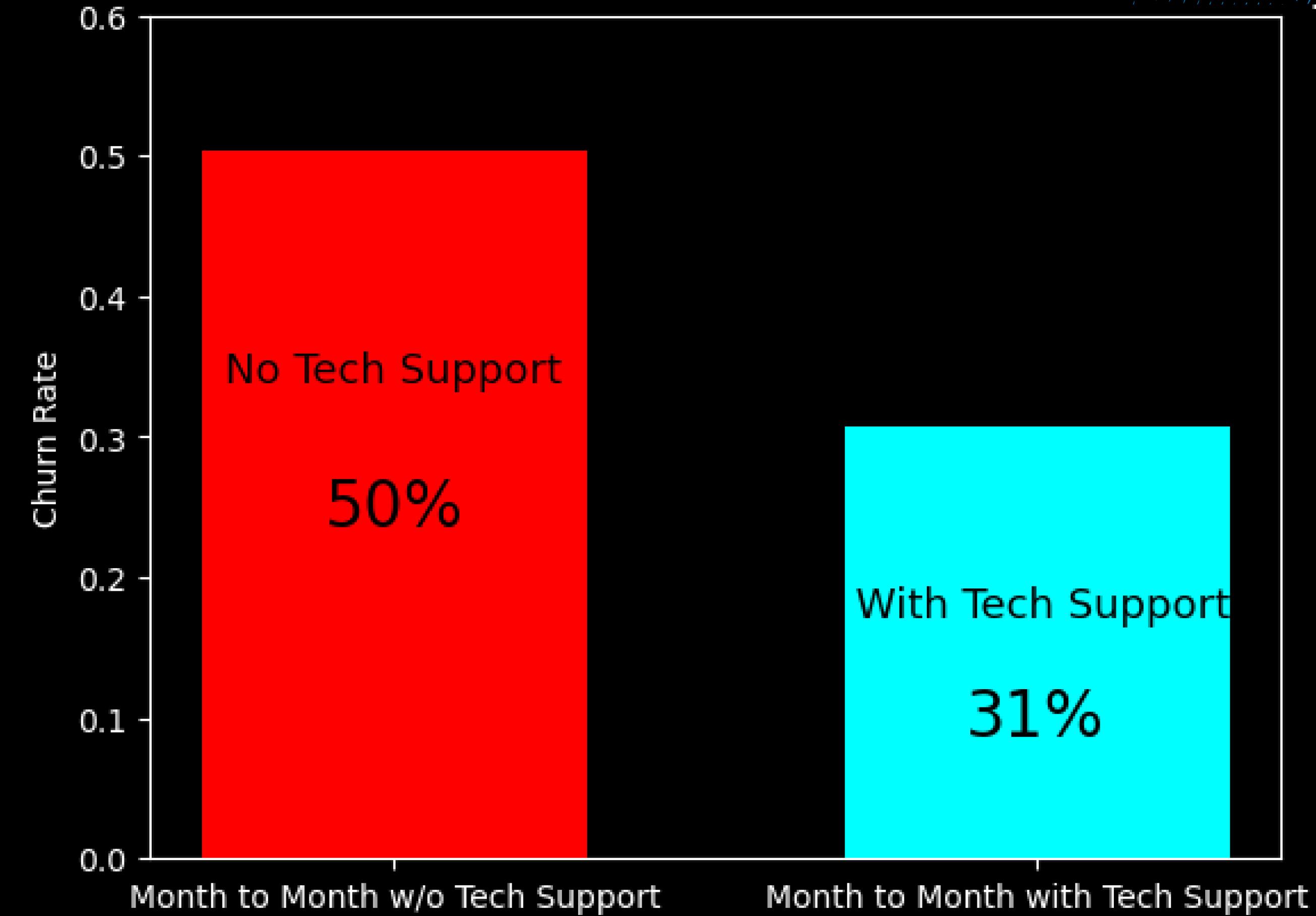
Customers with month to month contract type are flying out the door and Telco's profits are flying away with them.

Month to month tenure:
14 months

One and two year average tenure:
55 months

MONTH TO MONTH WITH/WITHOUT TECH SUPPORT

Month to month
contract customers
without tech
support are
churning at almost
double the rate of
those with tech
support



SO, WHAT'S OUR SOLUTION?

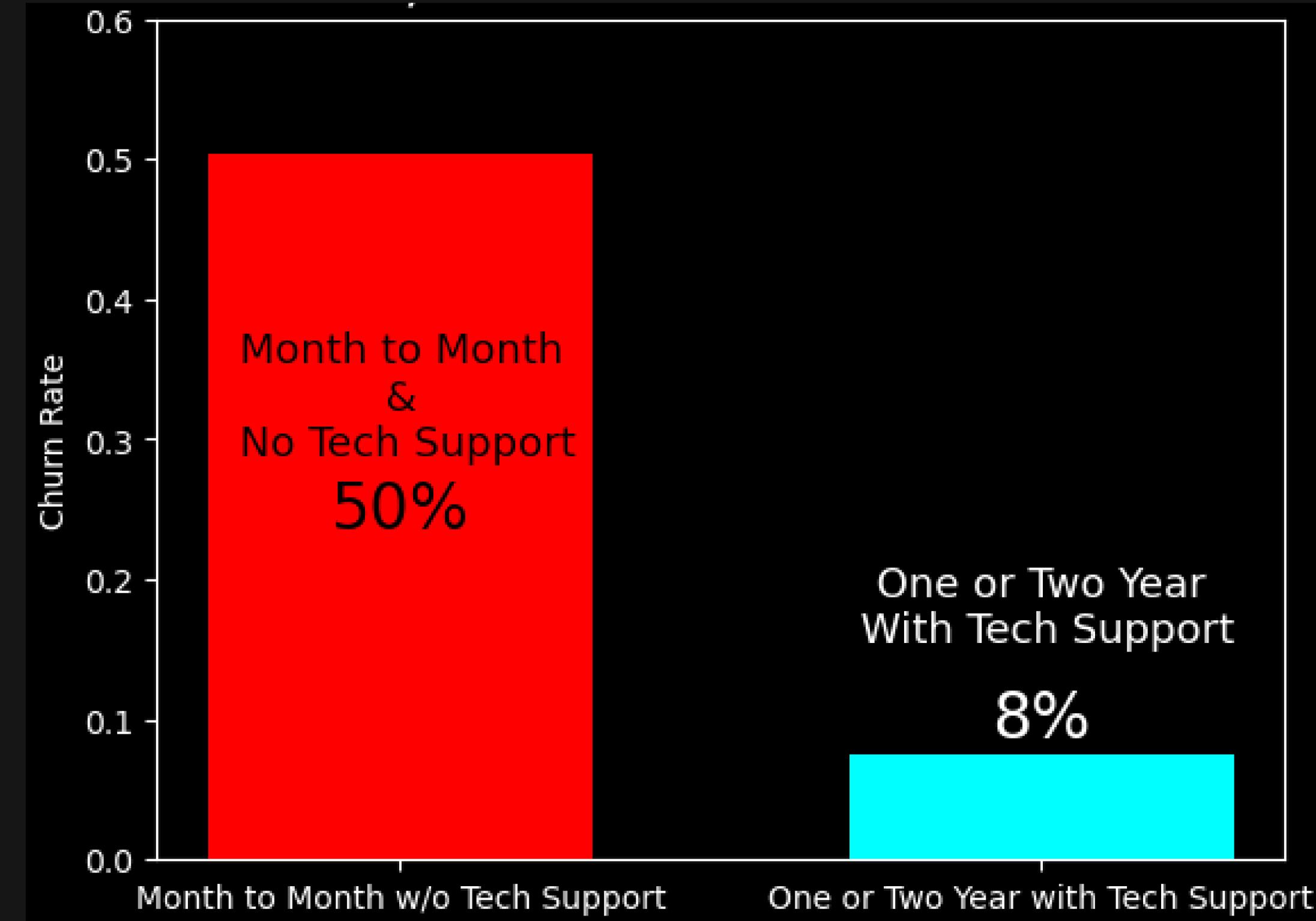


RECOMMENDATION

Include free tech support for customers who sign up for one or two year contracts.

Go from 50% churn rate to only 8%

Keep customers up to 40 months longer



THE END

Month to month
contracts

One or two year contracts
with free tech support