

Brainstorm & idea prioritization

Intelligent Customer Retention:Using Machine Learning For Enhanced Prediction of Telecom Customer Churn

- (L) 10 minutes to prepare
- 1 hour to collaborate
- **2-8 people** recommended





Before collaborate

The main object of intelligent customer retention problem is to predict the potential telecom customer churn.

① 10 minutes

Team gathering

Set the goal

Totally four participation are their in this session.we invite members through mural link and gathered in this session.

The main object of intelligent customer retention

problem is to predict the potential telecom customer

В

churn.

Learn how to use the facilitation tools

Facilitation tools can be very helpful for guiding discussions ,brainstorming sessions or decision-making processes

Open article -



Problem Statement

1.Customer churn is often referred to as customer attribute or customer defection which is the Rate at which the customers are lost.

5 minutes

- 2.Customer churn has become highly Important for companies because of increasing competition among companies.
- 3. The main object of intelligent customer retention problem is to predict the potential telecom customer churn.
- the number of customer that will leave a telecom service provide.

4.This project will help the telecom companies to predict

5.To identify probable churn customer machine learning algorithm will be applied and the result will be predict.



Brainstorm

Here some ideas.

① 10 minutes

Person 1

KNN algorithm is used

A fast internet connection needed

COLAB is used

Dataset is needed

Person 2

Logistic regression model is used

CPU is used

RAM is needed

Identify key customer segment

Person 3

SVM algorithm is used

Storage is store large dataset

Machine learning is used

Libraries are imported

Person 4

ANN algorithm is used

Operating system is used

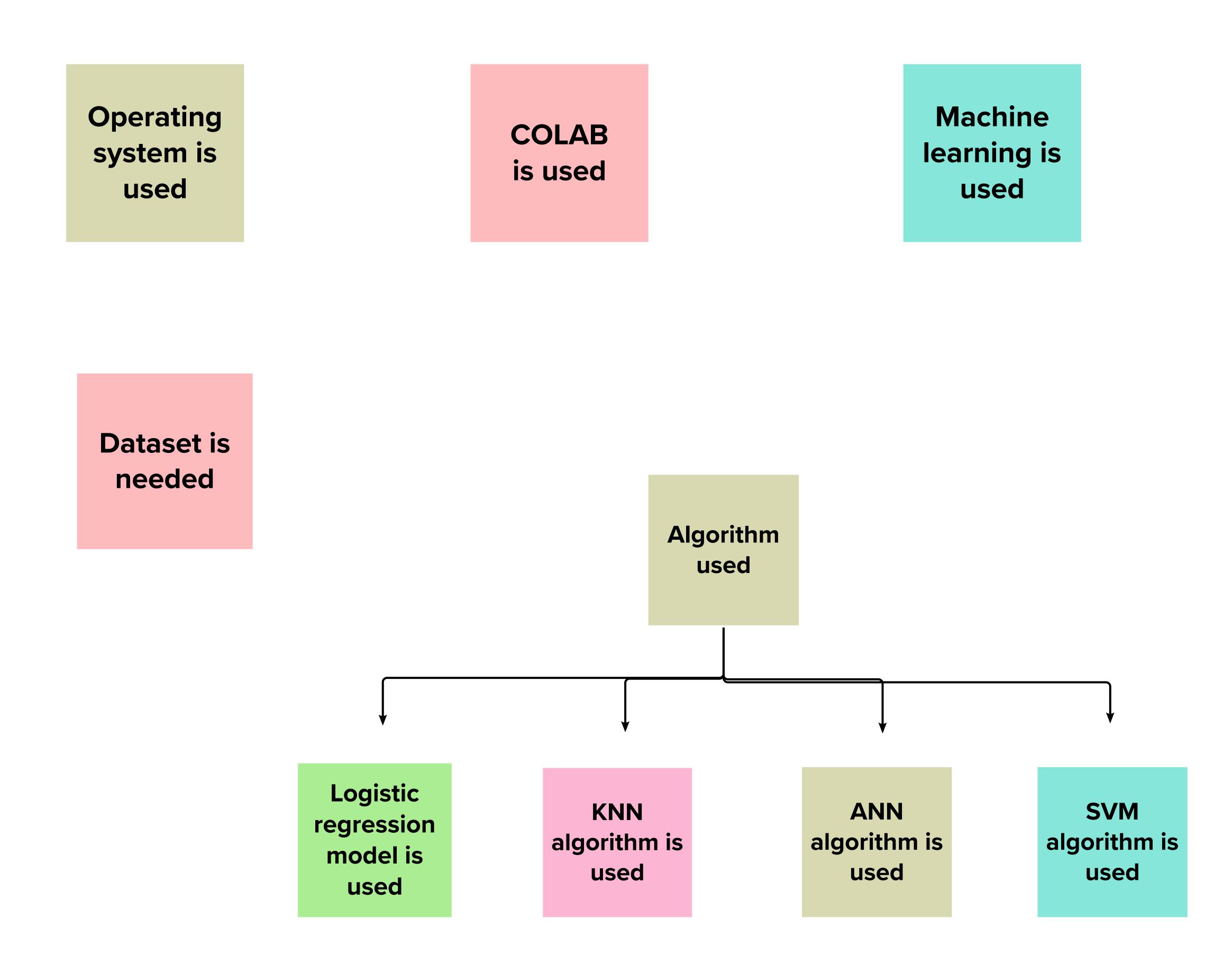
python language is used

Analyze customer churn



Group ideas

- 1)Operating system is used.
- 2)COLAB is used
- 3)Machine learning is used.
- 4)Dataset is needed.
- ① 20 minutes
- 5)Logistic regression,KNN,SVM,ANN, algorithm is used.

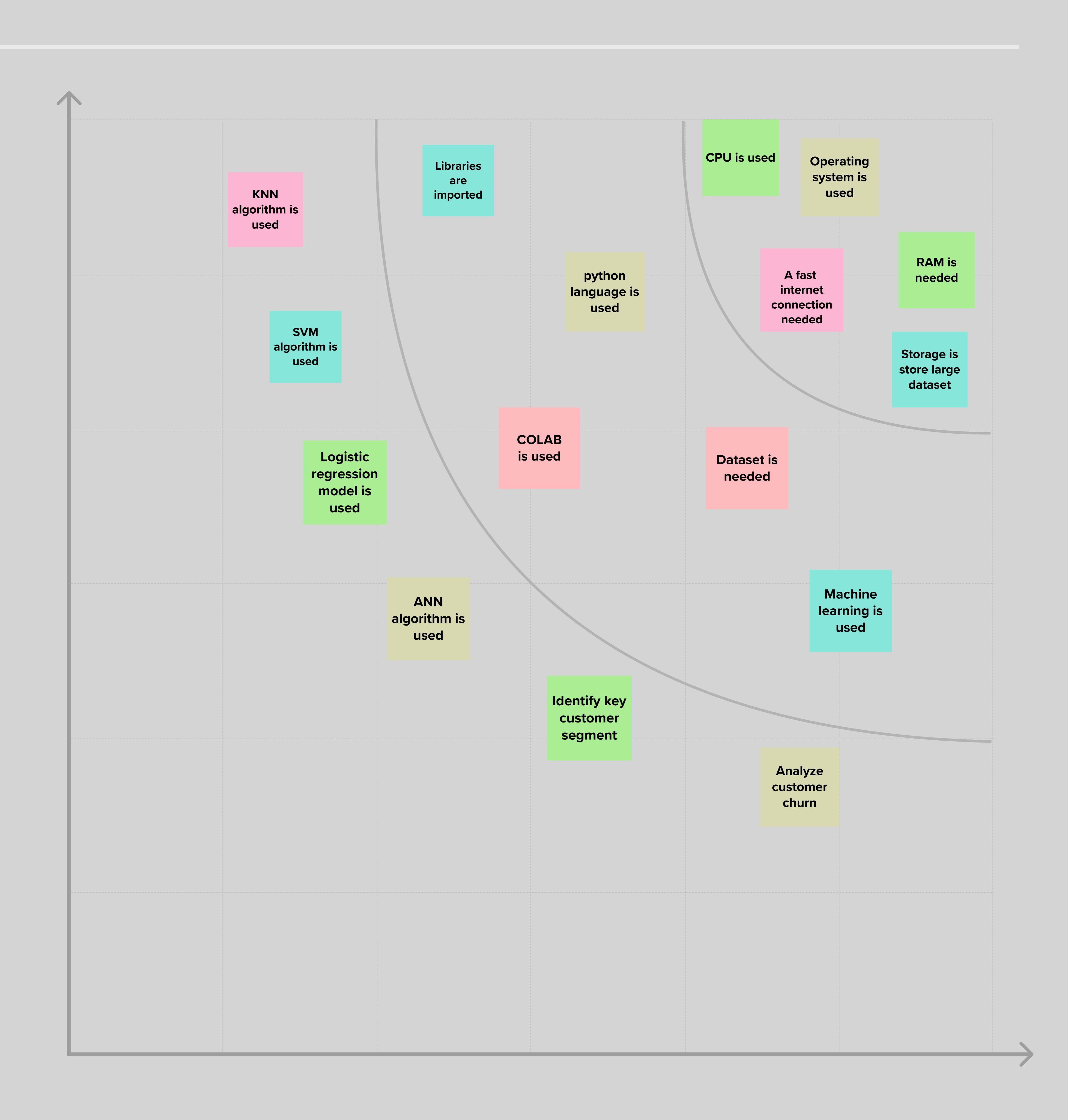




Prioritize the ideas

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





After 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.

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.

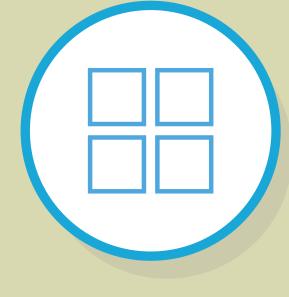
Open the template →



Customer experience journey map

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

Open the template →

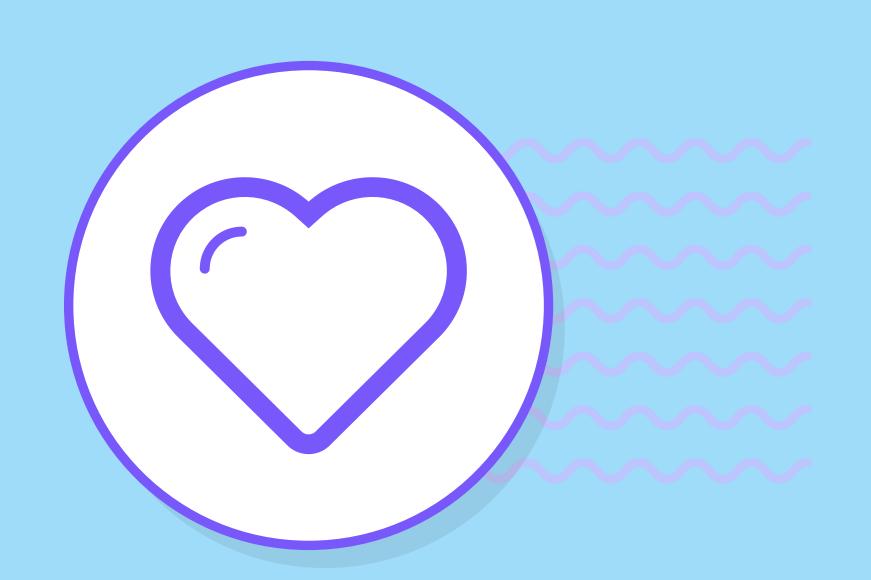


Strengths, weaknesses, opportunities & threats

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

Open the template →

Share template feedback



Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at





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.

