**Who is affected?**  
The customer churn issue at T-Mobile impacts multiple stakeholders, including the company, its customers, and internal teams such as sales, marketing, and customer retention. Customers who churn may be dissatisfied with service quality, pricing, or competitor offerings, leading them to switch providers. Internally, the sales and marketing teams face increased pressure to acquire new customers, while the customer retention team struggles to implement effective strategies to reduce churn. Additionally, T-Mobile’s overall business performance is affected, as high churn rates result in financial instability and lost market share.

**What is the problem?**  
T-Mobile is experiencing a high customer churn rate, which means that a significant number of customers are discontinuing their services. This negatively impacts revenue growth, as acquiring new customers is more expensive than retaining existing ones. The issue arises from various factors, including service dissatisfaction, pricing competition, network issues, and lack of personalized customer engagement. If left unaddressed, the churn problem could lead to reduced customer loyalty, lower revenue, and weaker competitive positioning in the telecom market.

**Where does the problem occur?**  
The problem exists across different customer segments, including prepaid, postpaid, contract-based, and various geographic regions. Some customers may be more likely to churn due to short-term contracts, low engagement levels, or specific demographic factors. For example, prepaid customers who do not have long-term commitments may frequently switch providers based on pricing and promotions. Additionally, regional variations in network coverage and service quality can influence churn patterns. Understanding where churn is most prevalent helps in developing targeted solutions to improve customer retention.

**Why does the problem matter?**  
A high churn rate directly translates to financial losses, increased customer acquisition costs, and reduced market share for T-Mobile. Losing customers forces the company to spend more on advertising, promotions, and discounts to attract new users, which can significantly strain resources. Additionally, a high churn rate can damage brand reputation, making it harder to build long-term customer loyalty. Addressing this issue is critical for T-Mobile’s sustainability, as reducing churn helps in stabilizing revenue, improving customer satisfaction, and maintaining a competitive edge in the telecom industry.