

MAVEN COMMUNICATIONS CUSTOMER CHURN REPORT



7043

Total Customers

32.39

Avg Tenr(Mon)

\$63.59...

Avg Mon Chrg

\$2.28K

Avg Total Charge



\$88.1

Avg Rev/Month

26.5%

Churn Ratio

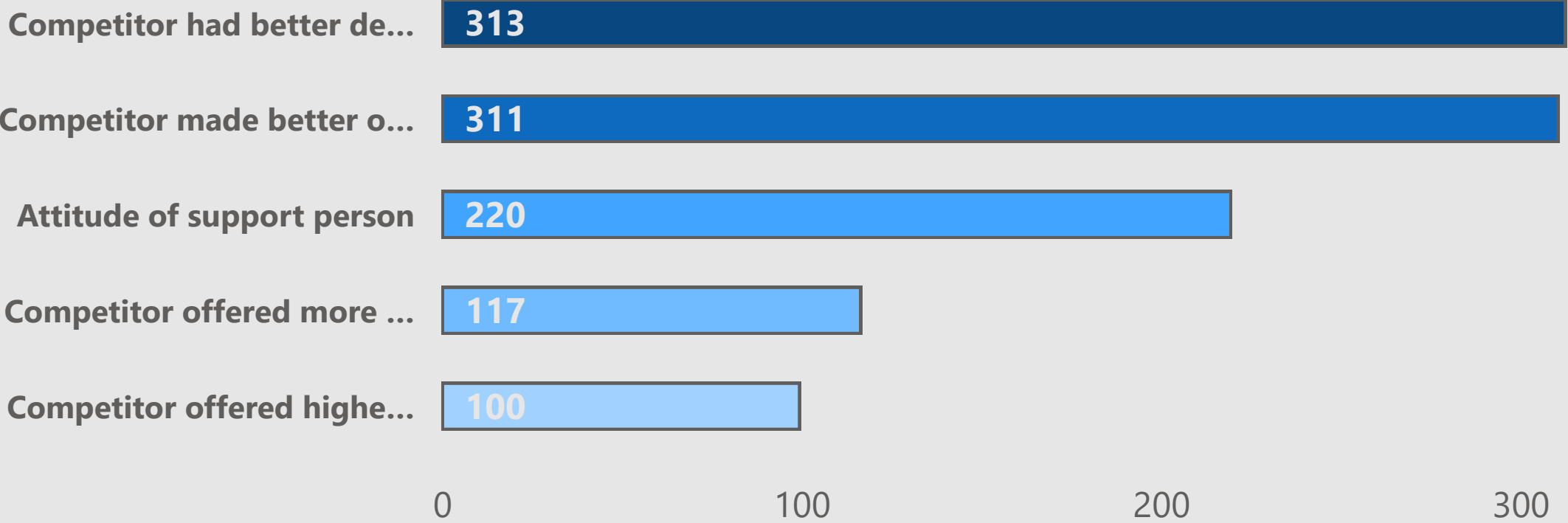
21.37M

Total Rev

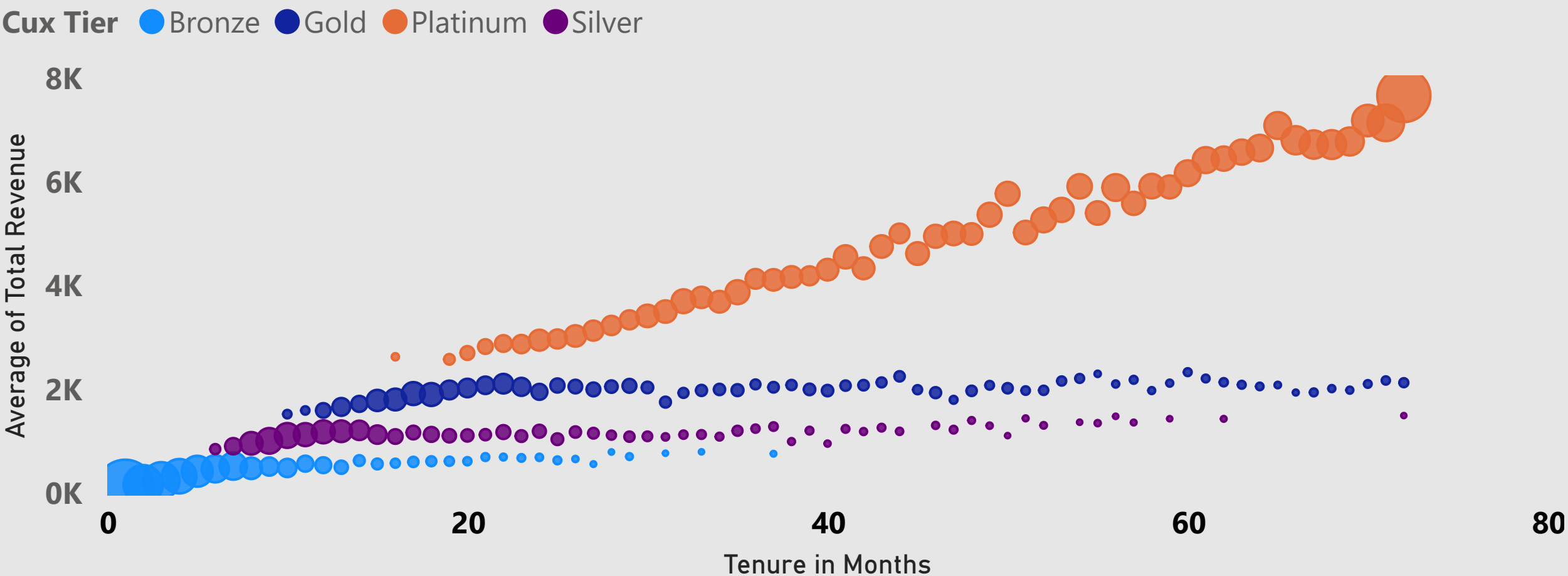
\$13.82K

Total Refund

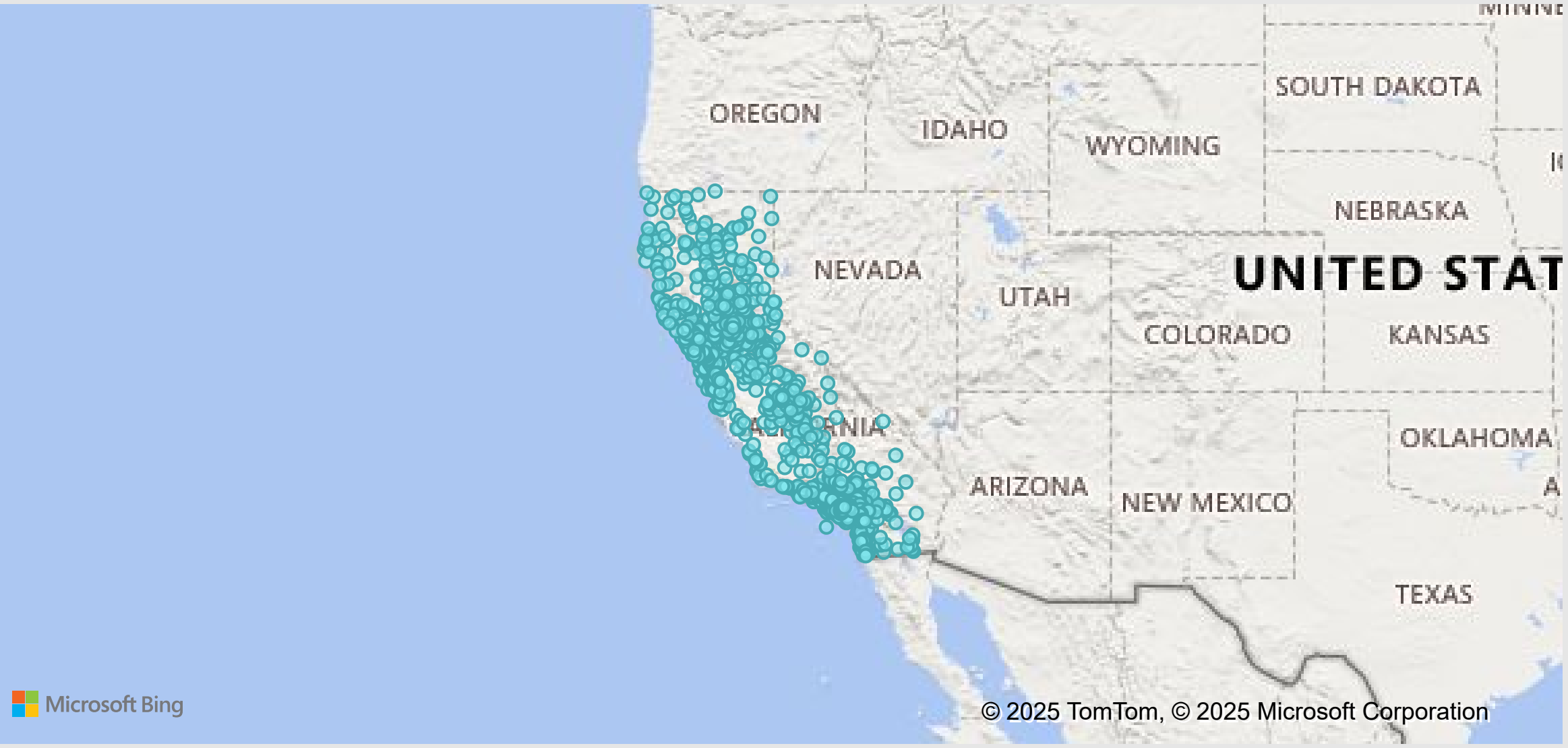
Customer ID by Churn Reason



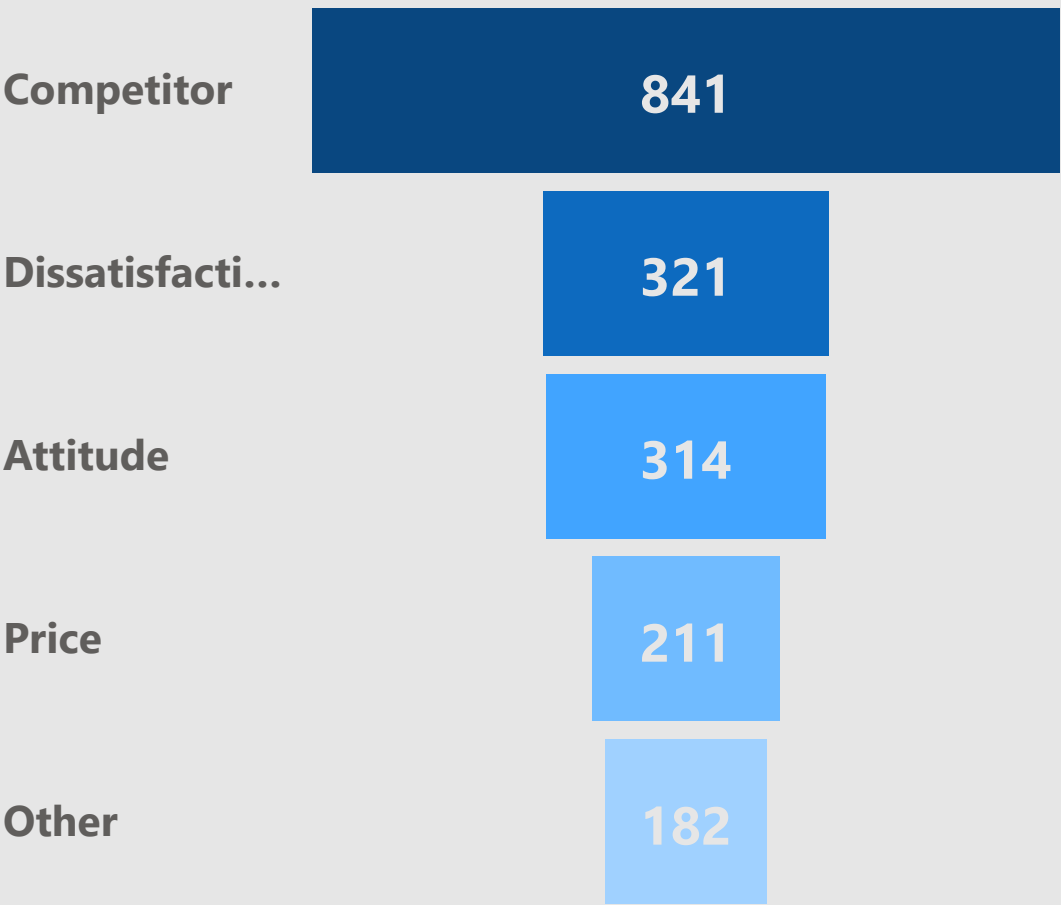
Revenue VS Tenure VS Customer Tier



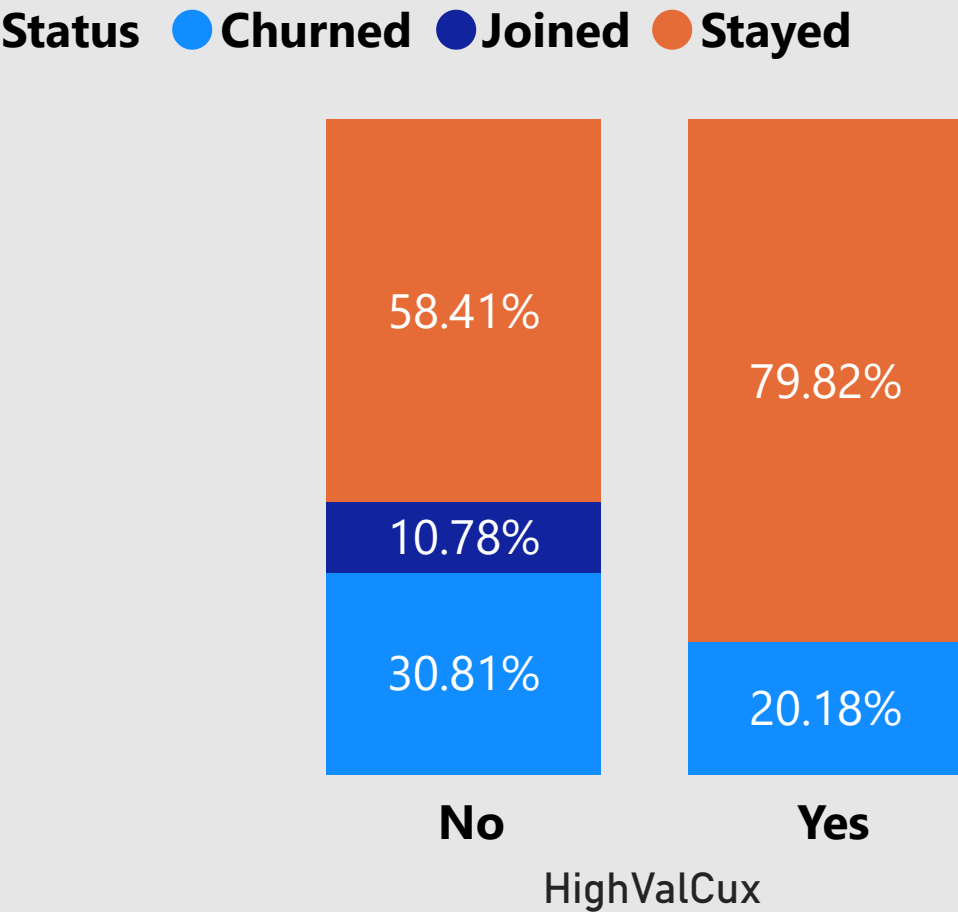
Churned Customers By Zip Code



Customers by Churn Category



High Value Customers By Status



Strategic Recommendations to Reduce Customer Churn

This page summarizes data-driven actions to improve customer retention, enhance support experience, and retain high-value customers.

Key Recommendations



Target High-Value Churn Risk

10.78% of high-value customers have churned, creating significant revenue loss. Launch custom retention offers for this segment (e.g., contract extensions, loyalty rewards).



Fix Support-Driven Churn

Attitude of support personnel is among the top 3 churn reasons, invest in training & quality checks for frontline teams



Regional Focus

Churn clusters in certain zip codes. Localized win-back or feedback campaigns to address service gaps



Counter Competitive Threats

Competitor offers & devices account for over 30% of churn reasons. Roll out device upgrade campaigns or price match guarantees

Next Steps or CTA

The above strategies are based on current churn trends and value segmentation.

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The above strategies are based on current churn trends and value segmentation. immediate piloting if targeted campaigns is recommended in Q3 2025.