### **Top Churn Reasons –** (Common Insights from Churn Analysis Projects):

* Month-to-Month Contracts

Customers on short-term, flexible plans are more likely to churn compared to annual or two-year contracts.

* High Monthly Charges

Customers paying higher-than-average fees often leave due to perceived lack of value or pricing dissatisfaction.

* Low Tenure / New Customers

Newer customers (0–12 months) are more likely to churn, often due to unmet expectations or poor onboarding.

* Lack of Add-On Services

Churn is higher among customers not using services like online backup, tech support, or security features.

* No Internet Service / DSL Users

Customers not using internet services or using slower options (like DSL) tend to churn more than fiber users.

* Senior Citizen Segment

This demographic may show higher churn depending on digital literacy, support needs, or service relevance.

* Multiple Complaints or Support Calls

High interaction with customer support (especially unresolved issues) often correlates with dissatisfaction and churn.

* No Paperless Billing or AutoPay

Indicates lower engagement or trust, often a churn signal.

* Service Downtime / Technical Issues

Repeated service failures or outages lead to frustration and switching.

* Lack of Loyalty Incentives

Absence of targeted offers, discounts, or retention strategies contributes to early exits.

Recommended Solutions to **Reduce Churn**:

* Promote Long-Term Contracts

Offer discounts or loyalty perks for customers who switch from month-to-month to 1- or 2-year plans.

* Introduce Tiered Pricing Models

Align pricing with usage patterns and customer segments to provide more value at lower perceived cost.

* Improve Onboarding for New Customers

Implement welcome programs, personalized setup guides, and first-30-day follow-up calls to reduce early churn.

* Upsell Value-Add Services

Bundle services like online security, tech support, or streaming to increase stickiness and engagement.

* Target At-Risk Segments Proactively

Use churn risk scores from your model to send retention offers or personalized support to high-risk customers.

* Enhance Service Quality for DSL Users

Migrate legacy customers to higher-speed options like fiber with promotional pricing or device upgrades.

* Reward Loyalty

Implement rewards, referral bonuses, or exclusive discounts for long-term, low-complaint customers.

* Reduce Support Friction

Improve first-call resolution and reduce wait times; invest in AI chatbots or self-service tools.

* Incentivize Paperless Billing and AutoPay

Offer small credits or priority support to customers who switch to these options (shows commitment).

* Monitor and Act on Feedback

Regularly review NPS, CSAT, and complaint data; close the loop with customers when issues are resolved.