

Telecom Churn Case Study

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Recommendations to Reduce Customer Churn

- Targeted Retention Campaigns: Offer personalized plans and discounts to high-risk customers and use proactive engagement to encourage continued usage.
- Enhance Service Quality: Improve network coverage and reduce technical issues to enhance customer satisfaction, ensuring a seamless experience.
- Incentivize Long-Term Commitment: Introduce loyalty programs and bundled service packages to foster customer loyalty and commitment.
- Improve Product Offerings: Create segment-based plans based on customer preferences, and provide usage threshold notifications to prevent service cut-offs.
- Customer Re-Engagement: Design win-back campaigns and promotional offers to re-engage inactive customers and encourage them to resume services.
- Optimize Customer Support: Provide exceptional customer service with quick responses, use AI chatbots for instant support, and conduct NPS surveys to understand and improve customer satisfaction.

These strategies aim to proactively engage customers, enhance service quality, and encourage loyalty, ultimately reducing customer churn.