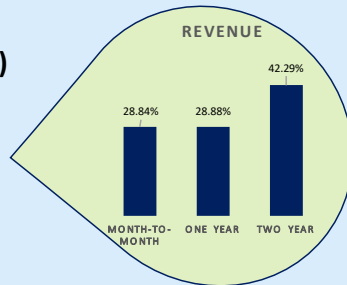




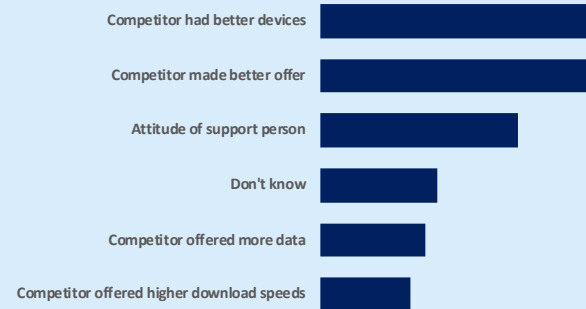
MAVEN COMMUNICATIONS CHURN ANALYSIS

High value customers (HVC)

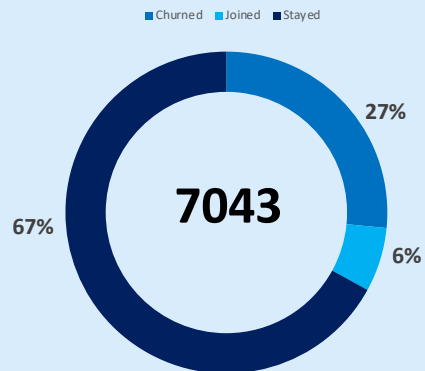
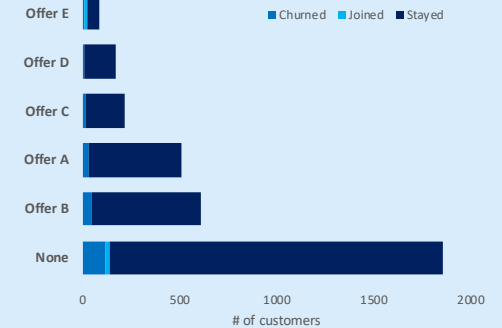
- one and two year subscribers - contribute **71.17%** of the company's revenue. As at Q2 2022, 27% of customers had churned resulting in a **revenue loss** of **17.24%**. 5.5% of this loss can be attributed to high value customers.



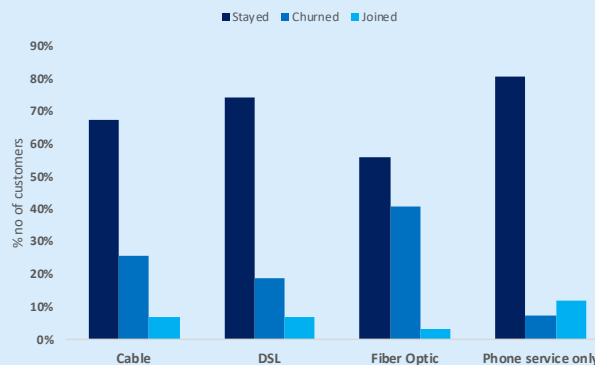
What are the top 6 churn reasons?



Offers to High Value customers



3433 customers are high value customers.
6.23% of these HVC had left Maven communications at



Does the high churn rate have anything to do with the internet type?
Fibre optic which makes 58% of the company's total revenue, consequently records the highest churn rate of 41% most of which are high value customers.

Device type, marketing offers and **attitude** are the highest **risk factors** for our high value customers. There is low churn rate with customers subscribed to only phone service, the greater risk is with the users of internet service.

How can we retain and attract more high value customers?

- Re-evaluate marketing strategies - especially Offers C,D & E. The high value customers prefer offers A & B, less than 8% of those who went with these offers churned.
- Conduct a **market survey on devices** and offer a replacement if necessary. Perhaps the churn could be (but not limited to) due to limited mobility / range of coverage. In this case, fibre optics should be closely reviewed.
- Train support staff** and evaluate them based on regular feedback from customers - phone calls should be recorded for such purposes.
- 70% subscribers are on the month-to-month contract, and there is a high churn rate within that group. In order to get more committed long term customers, **offer incentives with the one**