

Summary and Recommendations

Executive Summary

The analysis pinpoints particular elements which are moderators of customer attrition in the provided telecommunications dataset. Almost twenty-six point five four percent of clientele has been lost with almost uniform trend being noted with regard to service consumption and customers' attributes.

Key Findings

- Contracts:

Adherence to month-to-month contracts leads to clients with the highest churn per cent out of those who have contracts (approx 40%). For those on longer terms contracts the churn rate is insignificant with annual contracts having the lowest.

- Services and Features:

Churn is likely to affect clients without OnlineSecurity, OnlineBackup or TechSupport by up to 50% to 70%, which supports the fairness of these value additions.

Churn rate among fiber-optic users stands at fifty percent which is higher than those of DSL users which could mean there is some level of dissatisfaction with the service.

- Tenure:

Clients who lie in the time bracket of 1-2 months are more likely to churn at rate of about 30% to 35% while the churn rate for clients on longer duration subs is much lower.

- Payment Methods:

Payment through electronic check has a high churn rate of forty to forty five percent as compared to other methods of payment like bank transfer, and credit cards.

- Senior Citizens:

41.7% of Old-age clients disengaged, this was considered as comparatively uneven than the rest of the age groups.

Recommendations

- Encourage Long-Term Contracts:

Offer a discount or other services on yearly or half yearly contracts so as to curtail churn from month to month and promote adoption.

- Enhance Fiber Optic Services:

Research and resolve customer complaints regarding Fiber optic service and pricing in order to boost satisfaction and retention.

- Encapsulate of Additional Value-Added Services:

A side of service bundles for online marketing campaigns should be the selling of services such as OnlineSecurity, OnlineBackup, and TechSupport.

- Winback of Early Tenure Churn:

Send welcome packages or introduce loyalty schemes to new customers with 1-2 months tenure to boost retention levels during the critical opening period.

- Improve Payment Experience:

Put a reward or offer a discount for matrix clients who change from the electronic check policy to more reliable ones.