

Business Case: Implementing Churn 360 for effective Customer Retention at Fido

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Executive Summary

Fido, a leading telecommunications company, confronts a pressing issue with customer churn, adversely affecting its profitability and competitive standing. In response, this business case proposes the adoption of Churn 360, an advanced customer retention solution. Churn 360 employs predictive analytics to forecast churn likelihood and offers personalized retention strategies tailored to each user. Thus, the integration of this software with Fido's customer database will mitigate the churn issue at Fido. This will in turn improve customer loyalty and foster sustainable growth, reinforcing Fido's market leadership.

The implementation of Churn 360 will involve four stages spanning a duration of six months. This process includes integrating Churn 360 with Fido's existing systems, ensuring seamless adoption by employees, and monitoring ongoing effectiveness. A thorough analysis of the few risks associated with the integration along with the mitigation plans is included. The estimated budget for the project is 200,000 CAD and the projected cost-benefit analysis suggests positive returns of over thrice the investment within the first three years. This shows that the integration is both a remedial and lucrative investment for Fido.



Project Description

Fido's strategic objectives prioritize customer satisfaction, retention, and a commitment to excellence, aiming to lead the market. Current in-house churn models have limitations in proactively addressing churn risks.

Churn 360 <https://churn360.com/> offers enhanced predictive accuracy and real-time insights, aligning with Fido's customer experience initiatives and Customer Retention Management

(CRM) efforts. A demo to explore the working and usage of Churn 360 can be found here: <https://churn360.com/wp-content/themes/churn360/images/C360-branding-2022.mp4>

The proposed project scope includes integrating Churn 360 with Fido's customer database and includes provisions for ongoing monitoring to ensure continued effectiveness. The expected duration required for the implementation is six months, from January to June 2024.

Project Rationale

Fido's in-house churn models currently lack the ability to proactively and precisely manage churn risks. These limitations have resulted in increased customer attrition and revenue loss as stated in [5]. Additionally, the existing systems may not provide real-time insights or personalized retention strategies, hindering Fido's ability to effectively retain customers.

Implementing Churn 360 offers several benefits to Fido. Some features of interest are described below:

1. Churn 360 Dashboard

The Churn 360 dashboard shown below in [Figure 1] provides a concise overview of customer behavior, churn predictions, plan usage analysis, health monitoring, and retention recommendations.

This enables Fido to track key metrics, identify unhappy customers, and implement targeted retention strategies effectively.

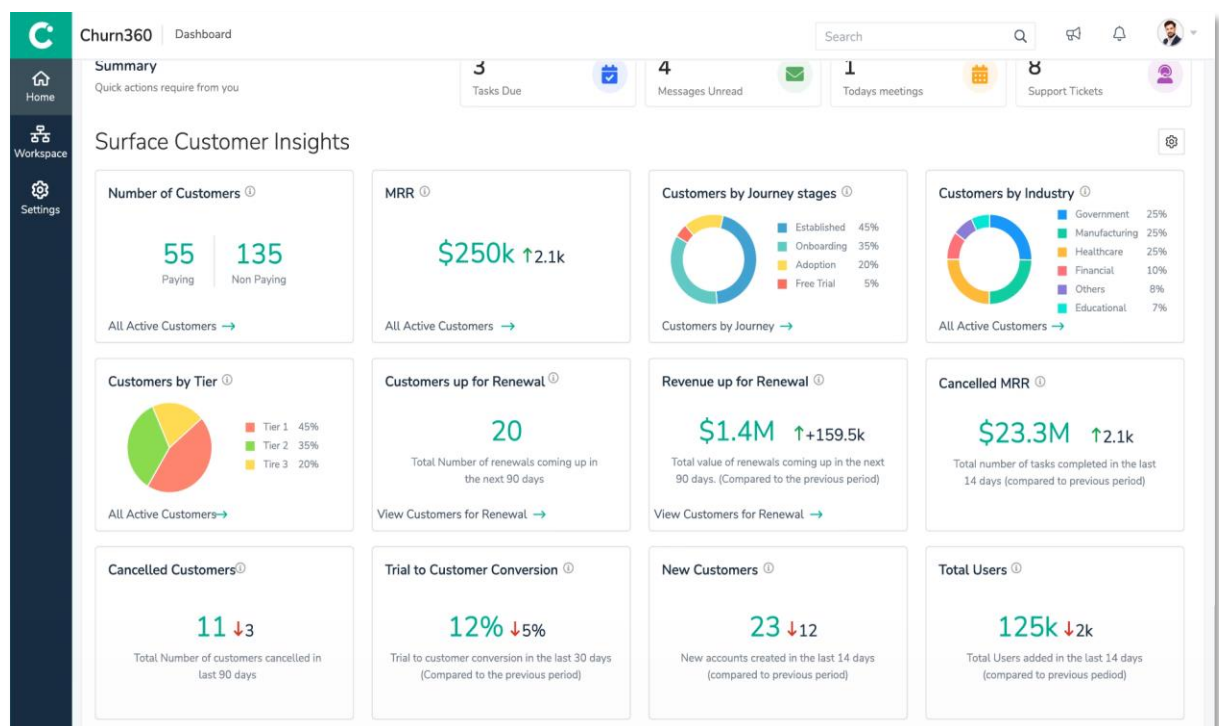


Figure 1: Churn 360 – Dashboard

2. Churn 360 – Health Monitor

The Health Monitor depicted in [Figure 2] categorizes customers into healthy (green), concerning (orange), and poor (red) health segments based on their engagement and satisfaction levels which helps to identify at-risk customers proactively and implement targeted retention strategies.

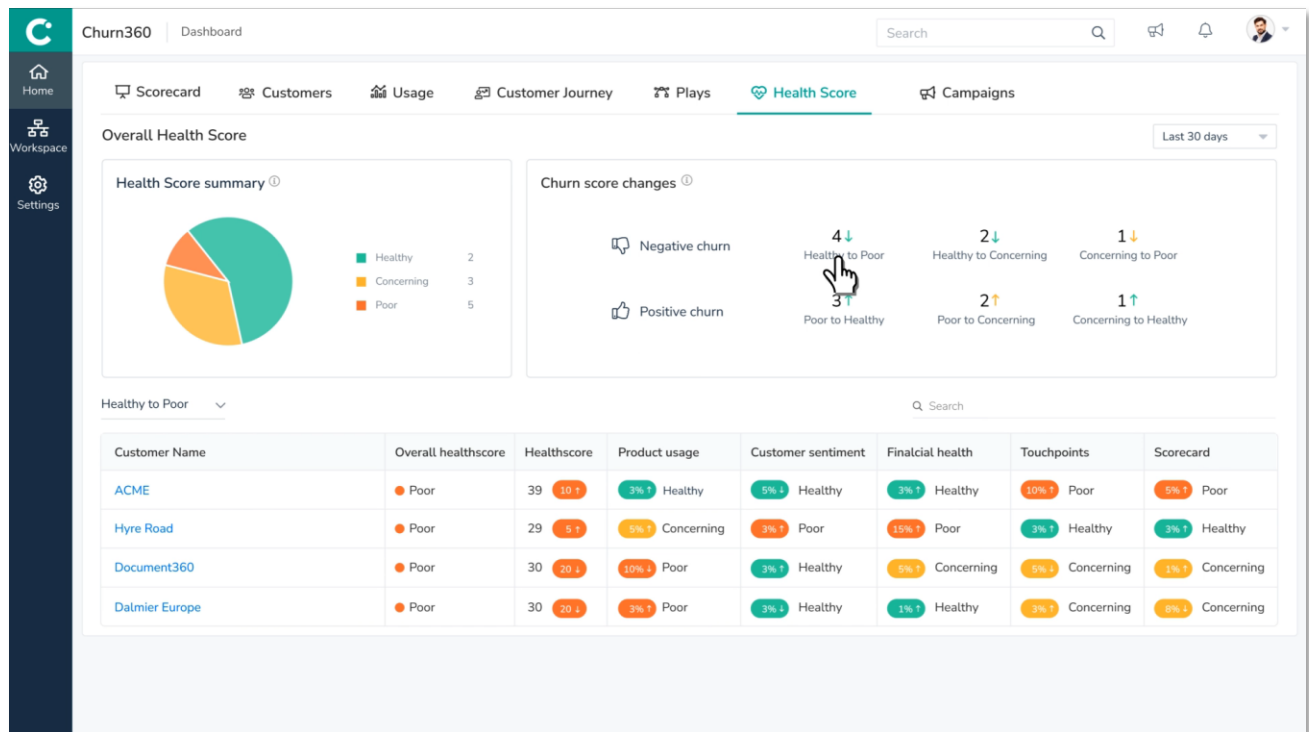


Figure 2: Churn 360 – Health Monitor

3. Churn 360- Instant Notifications and Retention Recommendations:

The software provides instant notifications for customer retention tasks which facilitates immediate corrective action to ensure customer retention. This proactive approach helps address issues promptly, preventing churn and enhancing customer satisfaction. An example of the notification system is shown below in [Figure 3]

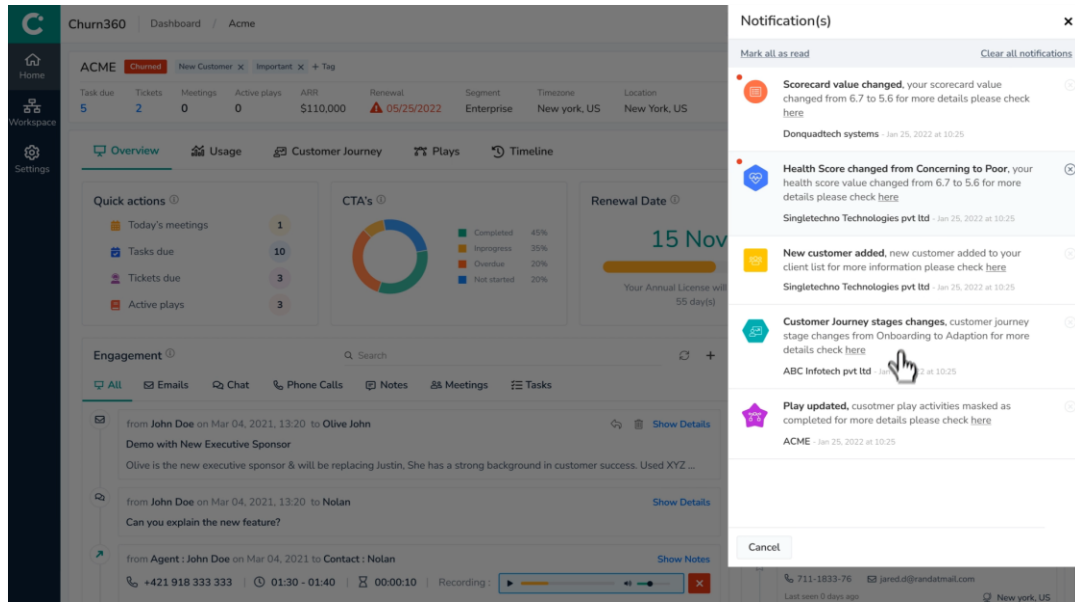


Figure 3: Churn 360 – Instant Notifications and Retention Recommendations

4. Churn 360- Task Tracker:

The Task Tracker in Churn 360 enables CRM teams to create, assign, and track retention tasks seamlessly. With instant notifications, it guarantees timely responses and avoids overlooking any customer interactions. It helps CRM teams stay organized, track task deadlines, and monitor task completion status efficiently. The tracker is shown below in [Figure 4]

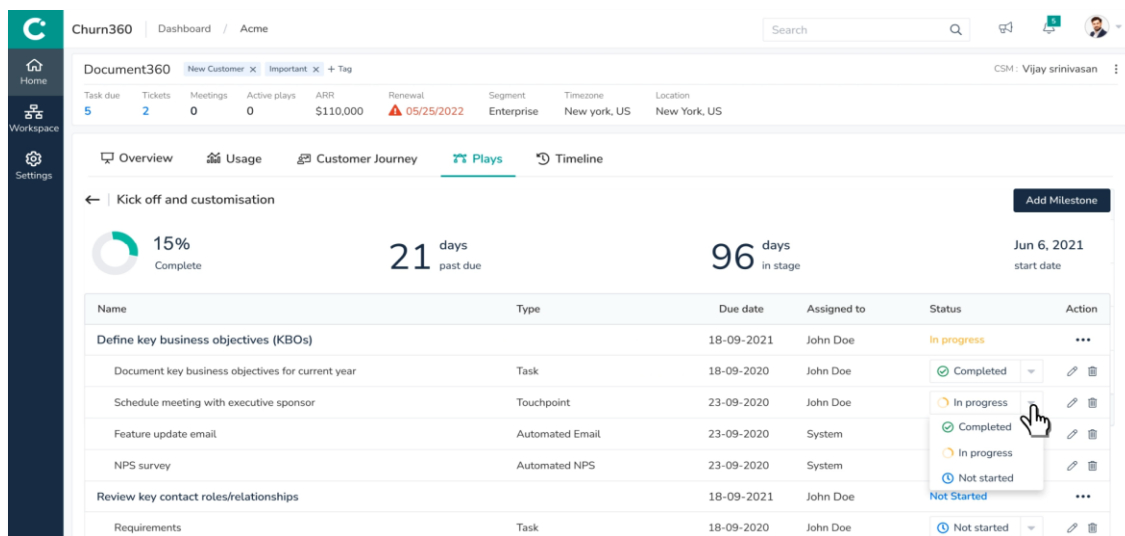


Figure 4: Churn 360 -Task Tracker

By reducing churn rates, Fido can improve overall profitability and maintain its competitive edge in the telecommunications industry.

Several success factors are associated with the implementation of Churn 360:

- Seamless integration with existing systems is crucial to ensure minimal disruption during implementation.
- Effective training and change management strategies will facilitate the adoption of Churn 360 among employees.
- Ongoing monitoring and optimization of Churn 360 will ensure its continued effectiveness in addressing churn risks.

Alternative solutions were considered, including enhancing existing in-house churn models or adopting off-the-shelf customer retention software. However, these options were rejected due to their inability to meet Fido's specific requirements and goals. The comparison is tabulated below in Table I.

Table I: Options and their Impact

Option	Impact
1. Building an in-house solution	<ul style="list-style-type: none"> • High cost • Lengthy time to market • Uncertainty of attaining the desired level of predictive accuracy • The potential for added losses due to prolonged implementation timelines and resource allocation
2. Outsourcing the development to third-party consultants	<ul style="list-style-type: none"> • Significant time and cost required to recruit a capable team • Bring the new team up to speed with Fido's unique requirements • May lack the flexibility to integrate seamlessly with Fido's systems and processes • Potential delays and inefficiencies
3. Churn 360 Integration Solution chosen	<ul style="list-style-type: none"> • Ready-to-use software • Minimal customization • Reduced implementation time • Minimized risk of failure

Implementing Churn 360 positions Fido ahead of competitors by leveraging advanced technology in customer retention. While competitors may also utilize churn prediction models,

Churn 360 offers enhanced predictive accuracy and real-time insights, providing Fido with a competitive edge in retaining customers.

Impact of Proposed Project

The impact of the chosen implementation can be analyzed at two different periods of time: During and After Implementation.

(i) During Implementation:

- Minimal disruption of services: The project would be strategically scheduled during off-peak hours to minimize disruption to customers, ensuring continuity of service delivery.

(ii) After Completion:

Looking ahead, the successful execution of this project is expected to yield significant benefits for Fido:

- Substantial reduction in customer churn: Reduction in customer churn within the first year, enhancing brand reputation and facilitating sustainable growth for Fido.
- Strengthened customer loyalty: Churn 360 will enable Fido to strengthen customer loyalty, leading to increased revenue from existing clientele.
- Valuable insights for targeted marketing initiatives: The project will provide valuable insights into customer behavior and preferences, empowering Fido to tailor marketing efforts effectively and drive revenue growth.

With the above stated benefits, Fido can secure long-term success and sustain its position as a market leader.

Risks

Implementing Churn 360 at Fido involves certain risks that need to be addressed proactively to ensure successful integration and mitigate potential negative impacts.

1. Data Privacy

Fido will handle sensitive customer data as part of the Churn 360 implementation, which poses risks related to data privacy and security.

Severity: Very High

Mitigation:

- Compliance with data protection regulations such as GDPR (General Data Protection Regulation) and online data privacy laws

- Regular audits
- Data encryption and access controls to prevent unauthorized access to customer data
- Comprehensive employee training on data privacy policies
- Regular awareness campaigns to maintain vigilance
- Robust incident response plan to address data breaches promptly and effectively
- Due diligence on vendors and third-party service providers to ensure compliance with data protection standards.

2. Technical Constraints

There may be technical constraints or challenges during the implementation of Churn 360, such as compatibility issues with existing systems or limitations in data integration capabilities.

Severity: High

Mitigation:

- Thorough technical assessments and feasibility studies prior to implementation
- Provisions for technical support
- Provision to troubleshoot and address any issues that may arise during the integration process

Overall, by identifying and addressing these risks proactively, Fido aims to ensure a smooth and successful implementation of Churn 360, maximizing its benefits while minimizing potential challenges and disruptions.

Delivery of Project

The project plan includes four phases of implementation as illustrated below:

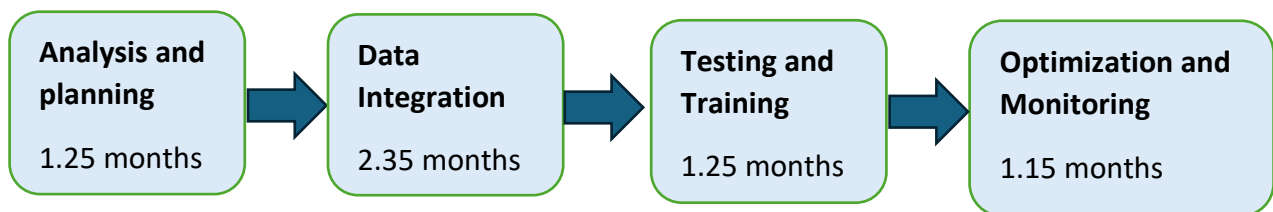


Figure 5: Implementation Flowchart

1. Analysis and Planning:

This phase entails conducting thorough analysis and planning to ensure a clear understanding of project requirements and objectives, budget and resource planning.

2. Data Integration:

The next phase involves the actual integration of Churn 360 with Fido's existing systems and databases to provide valuable customer insights.

3. Testing and Training:

Once integrated, rigorous testing will be conducted to validate system functionality. Simultaneously, training sessions will be conducted to familiarize employees with Churn 360.

4. Optimization and Monitoring:

The final phase focuses on optimizing Churn 360's performance and establishing ongoing monitoring mechanisms to ensure its effectiveness over time.

Timelines are outlined in [Table II] to ensure efficient implementation, with regular checkpoints to track progress and address any issues that may arise. A dedicated project management team will oversee the delivery of Churn 360 to ensure alignment with organizational objectives and stakeholder expectations.

Table II: Implementation Plan

Phase	Duration (in months)	Task Owner	Output
Analysis and planning	1.25 (January – Feb)	<ul style="list-style-type: none">StakeholdersBusiness AnalystProject Manager	Budget, Implementation and Resourcing plans
Data Integration	2.35 (February – April)	Data Scientist	Fido's Customer Database integrated with Churn 360
Testing and Training	1.25 (April - May)	<ul style="list-style-type: none">Data ScientistData AnalystProject Manager	Working software, resources trained, and Load testing completed
Optimization and Monitoring	1.15 (May to June)	<ul style="list-style-type: none">Customer Retention ManagerProject ManagerBusiness Analyst	Invaluable customer insights, Reduced churn, Higher customer satisfaction

Implementation Constraints

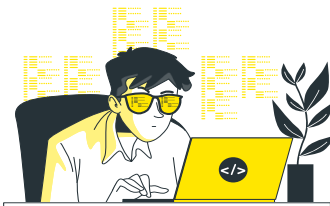
There are a few limiting factors involved in how we propose to implement the project. The identified constraints and the methods to address them are as follows:

- 1. Resource Allocation:** Ensuring that enough time, manpower, and financial resources are available for critical project tasks.
 - Prioritize tasks based on their importance and reallocate resources as necessary to ensure that critical components receive sufficient attention. This may involve adjusting schedules, reallocating personnel, or revising budgets to meet project needs.
- 2. Technical Limitations:** Overcoming specific technical challenges, such as compatibility issues or data integration limitations, through investment in training programs or hiring additional expertise.
 - Invest in training programs to enhance the skills of our existing team members or hire additional experts with the necessary technical knowledge to address the challenges effectively.
- 3. Potential Challenges:** Developing proactive strategies to anticipate and mitigate potential obstacles, such as unforeseen technical issues or security incidents, as they arise during implementation.
 - Conduct thorough risk assessments to identify potential challenges and develop contingency plans to address them. These plans include proactive mitigation strategies and alternative courses of action to minimize disruptions to the project.

Resources

A team of five people is required for the successful execution of this project which includes a Data Scientist, Data Analyst, Project Manager, Customer Retention Manager, and a Business Analyst. This project demands full time employees aligned with project milestones, to be on board.

1. Data Scientist



Role: Responsible for developing predictive models and algorithms from Churn 360 to identify churn patterns and trends. Analyzes large datasets to extract actionable insights.

Experience: Advanced degree in data science or related field. Proficiency in machine learning algorithms, statistical analysis, and programming languages such as Python or R.

Skill Level: 5 – Expert

2. Data Analyst



Role: Supports the data scientist in data collection, cleaning, and preparation. Assists in generating reports and visualizations to communicate findings effectively.

Experience: Bachelor's degree in data science, statistics, or related field. Proficiency in data manipulation tools like SQL, Excel, and data visualization tools like Tableau or Power BI.

Skill Level: 4 – Proficient

3. Project Manager



Role: Oversees the project from initiation to completion. Develops project plans, assigns tasks, and monitors progress. Acts as a liaison between the team and stakeholders.

Experience: Project management certification (e.g., PMP) preferred. Experience in leading cross-functional teams and managing project budgets and timelines.

Skill Level: 5 - Expert

4. Business Analyst



Role: Gathers and analyzes business requirements, translates them into technical specifications, and ensures alignment with project goals. Collaborates with stakeholders to prioritize features and functionalities.

Experience: Bachelor's degree in business administration, finance, or related field. Strong analytical skills and business acumen. Familiarity with agile methodologies is a plus.

Skill Level: 3 - Competent

5. Customer Retention Manager



Role: Designs and implements customer retention strategies based on insights generated from data analysis. Monitors customer feedback and engagement metrics to identify areas for improvement.

Experience: Bachelor's degree in marketing or business. Experience in customer relationship management (CRM) and retention marketing. Strong communication and interpersonal skills.

Skill Level: 4 – Proficient

Costs

The cost breakdown [Figure 6] includes initial investment in Churn 360. The long-term cost savings from reduced churn are listed immediately after.

As stated, the calculated budget for this project is 200,000 CAD. Integrating Churn 360 with Fido's existing customer retention system involves several steps and associated costs.

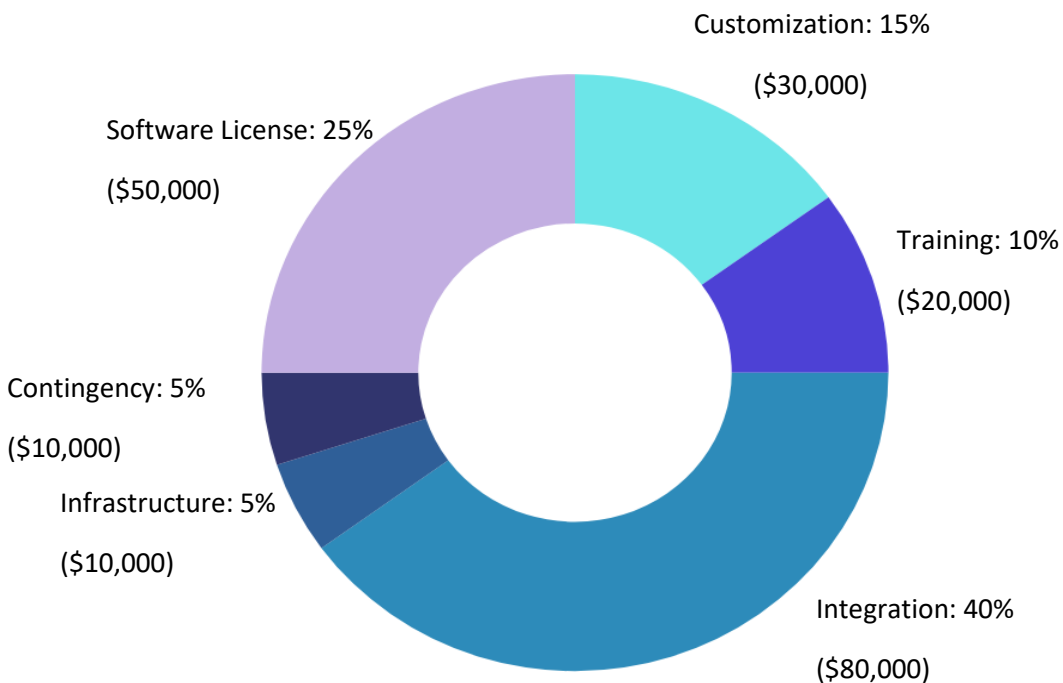


Figure 6: Cost Breakdown

Here's a breakdown of how the budget of \$200,000 could be allocated for the integration:

- **Software License Fees:**
 - Subscription fees associated with using Churn 360. The cost will depend on factors such as the number of users and features required.
 - Allocate \$50,000 for annual subscription fees.
- **Integration Costs:**
 - Hire software developers or consultants to handle the technical integration of Churn 360 with Fido's existing systems. This includes configuring APIs, data mapping, and ensuring seamless communication between systems.
 - Allocate \$80,000 for integration costs.
- **Customization and Configuration:**
 - Customize Churn 360 to meet Fido's specific requirements and configure it to integrate seamlessly with existing systems. This may involve modifying dashboards, reports, and algorithms to align with Fido's needs.
 - Allocate \$30,000 for customization and configuration.
- **Training and Onboarding:**
 - Train Fido's employees on how to use Churn 360 effectively. This includes training sessions, documentation, and ongoing support.
 - Allocate \$20,000 for training and onboarding costs.
- **Infrastructure and Resource Allocation:**
 - Ensure that Fido's infrastructure can support the integration of Churn 360, including sufficient server capacity and data storage.
 - Allocate \$10,000 for infrastructure and resource allocation.
- **Contingency:**
 - Set aside a portion of the budget for unforeseen expenses or additional requirements that may arise during the integration process.
 - Allocate \$10,000 for contingency.

This allocation provides a balanced approach to integrating Churn 360 with Fido's existing customer retention system, ensuring that all necessary aspects are included.

From the carefully projected revenues [Figure 7], as a result of successful integration, the following inference is made:

When the project is completed around June of this year, the cost spent will be at 200,000 CAD. The generated revenue starts at 20,000 CAD and then there is expected fluctuation since the integration of Churn 360 is still very new to Fido. By the end of the year, the monetary value of the projected benefits is expected to plummet to nearly 200,000 CAD.

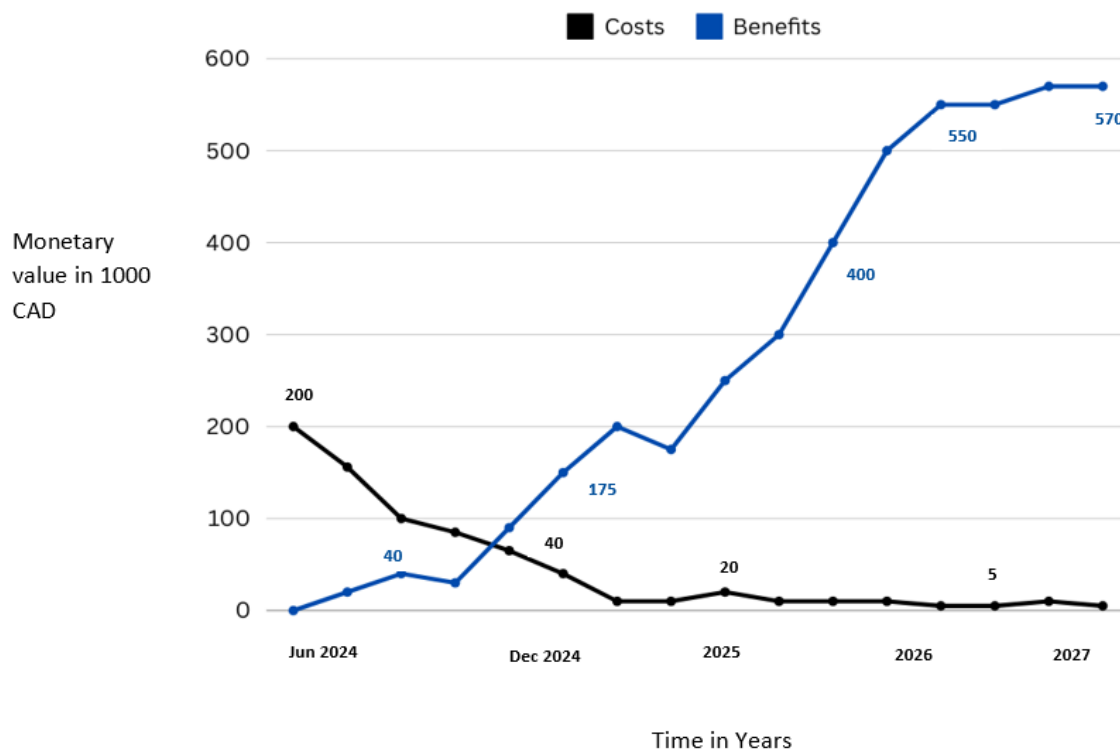


Figure 7: Cost-Benefit Analysis

Customer data and Churn 360 may need fine tuning by the beginning of the following year, which would slightly increase the costs from 10,000 to 20,000 CAD. As a result, the corresponding fall in benefits would be addressed and from then the integration is stabilized and almost triple the capital invested would be generated as revenue by the end of 2027.

Thus, the Benefit to Cost Ratio can be calculated as:

$$600,000 / 200,000 = 3 : 1$$

This suggests that the implementation has a high Return of Investment(ROI) and is the best path forward for Fido to prevent customer attrition and to enhance its customer service.

The revenue generated from the benefits is listed below. The last three are non-monetary but favorable outcomes that Fido can benefit from.

1. Reduced Customer Churn

Churn 360's predictive analytics can help identify at-risk customers and pre-emptively address their concerns or issues, leading to a reduction in churn rate. The projected benefit for the end of the year is \$175,000 which translates to a 15% reduction of customer churn.

2. Increased Operational Efficiency

Automation of tasks such as customer segmentation, personalized recommendations, and automated alerts for customer retention managers can streamline operations and reduce manual effort. Post the year 2025, a considerable portion of the generated capital is due to the enhanced efficiency, which as seen from [Figure 7] has increased by \$200,000 more than the cost invested.

3. Enhanced Customer Loyalty:

By proactively addressing customer needs and delivering personalized experiences, Fido can improve customer satisfaction and loyalty, leading to higher customer lifetime value and continued subscription renewals.

4. Better Decision Making:

Churn 360's analytics capabilities provide actionable insights into customer behavior, preferences, and trends, empowering Fido's decision-makers to make informed decisions regarding product offerings, marketing strategies, and customer engagement initiatives.

5. Competitive Advantage:

By implementing advanced analytics tools like Churn 360, Fido can differentiate itself from competitors by offering superior customer experiences, innovative retention strategies, and targeted marketing campaigns.

This ensures a high return on investment and suggests that Churn 360 is Fido's strategic path to retaining customers and aligning with its customer-first goal.

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