

DDS - Business Case: Implementing Churn 360 for Effective Customer Retention at XYZ – Case Study Presentation

Presentation Overview

1. XYZ's Churn Challenge
2. Project Overview
3. Why Churn 360?
4. Cost-Benefit Analysis
5. Ideal Team
6. Project Delivery: Phases & Timeline
7. Proposal Summary: XYZ's Path Forward

Total number of slides: 8

Slide 1

Content

Title: XYZ's Churn Challenge

- Brief overview of XYZ's increasing customer churn rate
- Ineffective existing retention methodologies
- Mention the need for effective customer retention strategies

Speaker's Notes:

Increasing reports on customer dissatisfaction with XYZ's retention measures urge immediate attention. In-house retention analysis systems do not provide desired accuracy and this weakens XYZ's reputation.

Slide 2

Content

-Project Overview

- Problem – Customer Churn *[Image: Customer Churn]*

- Effect – High customer attrition, Competitive Disadvantage, Monetary Loss *[Image: Disadvantage/ Loss]*

- Introduction of Churn 360 (Analytics Tool) as a solution *[Image: Churn 360 logo]*

- Explain how it can help predict and prevent customer churn *[Image: Gain/ Target]*

Speaker's Notes

Customer Churn and its adverse effect on the company can be alleviated by integrating Churn 360, an AI analytics tool with the existing customer database to make useful predictions and prioritize remedial actions.

Slide 3

Content

Title: Why Churn 360?

- Options considered but rejected:

1. Building an In-house solution

2. Outsourcing the development to third-party consultants

3. With Churn 360,

- Dashboard - Customer Insights, Plan usage *[Image: Churn 360 Dashboard]*
- Task Tracker for CRM (Customer Retention Manager) /CSM (Customer Service Manager) *[Image: Churn 360 Task Tracker]*
- Health Monitor – Customer Journey *[Image: Churn 360 Health Monitor]*
- Retention recommendations

-Objective: At least 20% Churn Reduction in the first year

Speaker's Notes

- *With other options, the time to market is very high and the customization is low.*
- *With Churn 360, Dashboard – In one place, the go-to destination for customer profiling, time to market – 6 months (maximum)*
- *Task Tracker for CRM/CSM – No chance of missed tasks, reminders set up and progress is tracked*
- *Health Monitor- Impending risk of churn – Yes or No? Highlights pain areas from customer metrics or feedback*
- *Retention Recommendations- Suggests corrective measures tailored to each customer's journey with XYZ*

Slide 4

Content

Title – Cost Benefit Analysis

- Investment to integrate Churn 360 with the existing customer database: \$200,000
- Cost Breakdown – Implementation, Operational, Resourcing, Buffer
[Pie Chart: Cost Breakdown]
- Benefits – Revenue from reduced churn, Increased operational efficiency, Enhanced customer loyalty (continued subscription)
[Line plot: Costs vs Benefits]
- State the Benefit to Cost Ratio (BCR)

Speaker's Notes

The BCR implies that there is a positive Return of Investment (ROI) which means it is favorable to integrate Churn 360 with XYZ's analytics system and that the benefits outweigh the investment.

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Content

Title: Ideal Team

- 5 people: Data Scientist, Data Analyst, Project Manager, Business Analyst, Customer Retention Manager *[Images with captions]*
- Brief overview on each team member's role

Slide 6

Content

-Project Delivery: Phases & Timeline

- Overview of the four phases:

[Flowchart: 4 Phases of Implementation]

1. Analysis and Planning
2. Data integration
3. Testing and Training
4. Optimization and Monitoring

- Mention the expected timeline for completion along with a brief description of each phase.

Speaker's Notes

- *Phase 1 – Planning of duration, team size and budgets*
- *Phase 2 – Integrate Churn 360 with XYZ's Customer Database*
- *Phase 3- Test the working of the tool and train with large sets of data*
- *Phase 4- Fine-tune/ customize the tool for required metrics and continue monitoring*

Slide 7

Content

Title: Risks & Mitigation

- Minimal disruption during software integration; Mitigation: Integration activity during off-peak hours
- Data Privacy; Mitigation: Ensure compliance with Data Protection Regulations, Data Encryption and Access Controls, Employee Training and Awareness, Incident Response and Contingency Planning

Speaker's Notes:

- *Very minimal service disruption since it requires only software integration- Can be done during off-peak hours*
- *Concern of Data privacy – Privacy agreements can be signed, defined set of actions in case of a privacy breach*

Slide 8

Content

- Title: Proposal Summary: XYZ's Path Forward
- Recap of key points: problem, solution, objectives, benefits and timeline.
- Emphasize XYZ's commitment to enhancing customer retention and satisfaction.

Speaker's Notes:

Churn 360 is XYZ's strategic path to retaining customers and securing success. It emphasizes XYZ's commitment to customer-centricity and innovation, reinforcing its position as a leader in the telecommunications industry.

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Thank You!