

Customer Retention in Call Centre

By Sowmiya C

- More then 15 % of Company Revenue is reduced due to Customer Retention

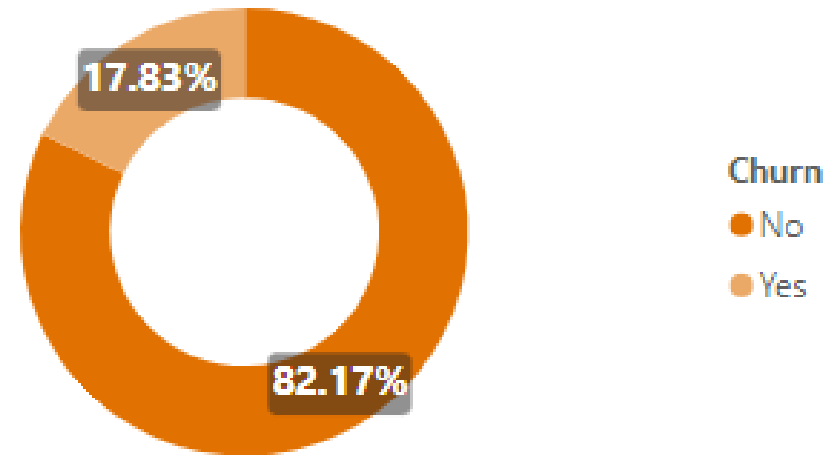
433.52M

Total Revenue

77.30M

Revenue Loss due to Retention

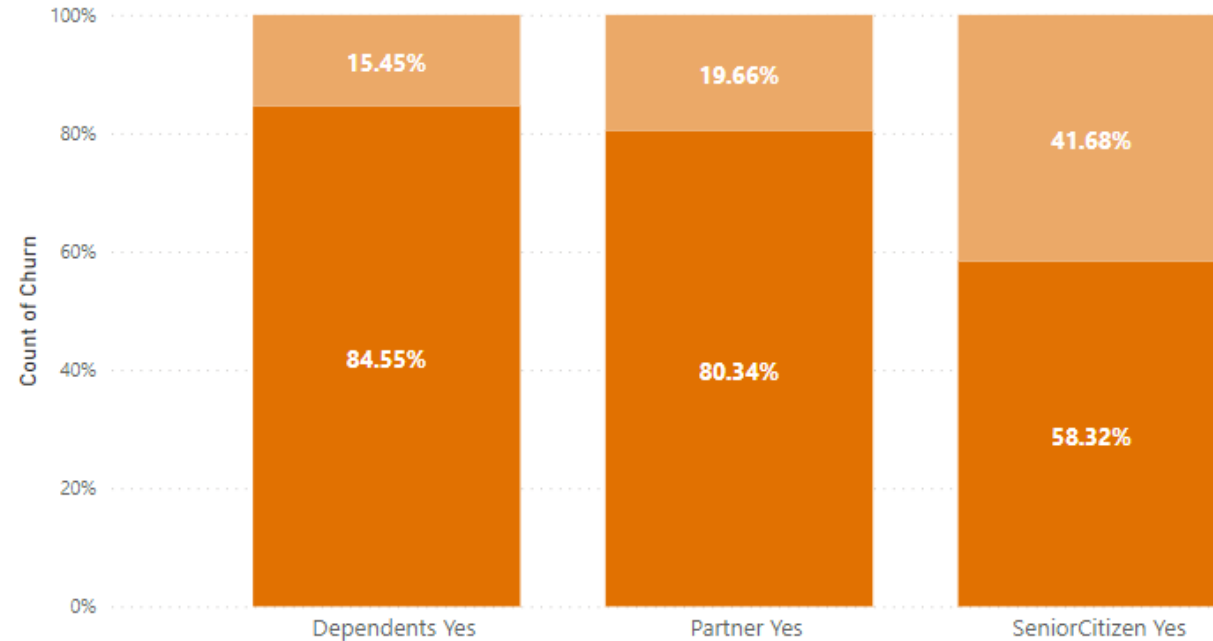
Total Revenue by Churn



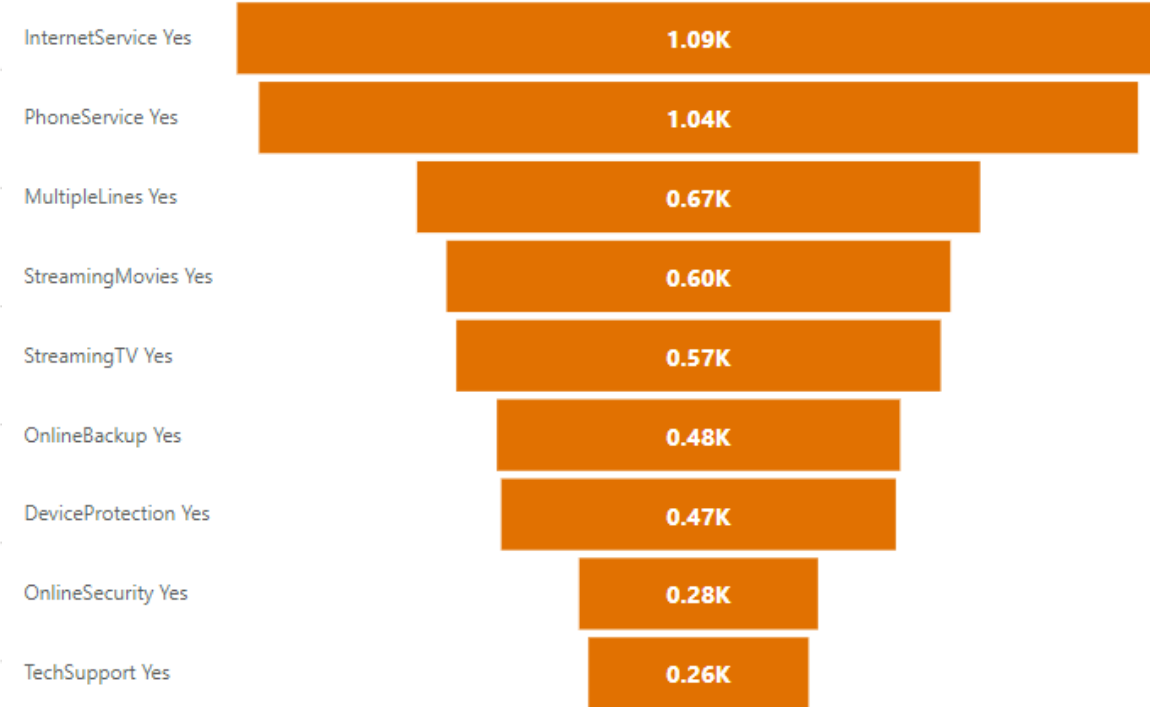
- More than 41% of those Customer belong to Senior Citizens Category

Customer Category Wise Retention

Churn ● No ● Yes



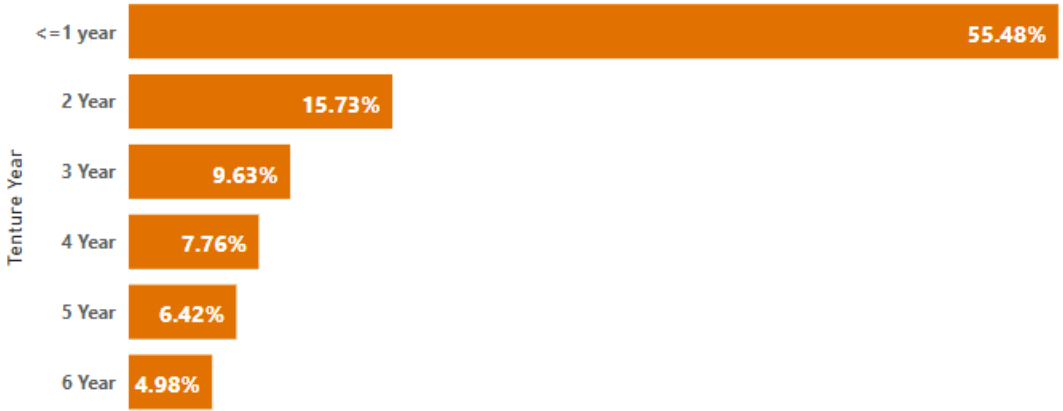
Service Used By Senior Citizens Category



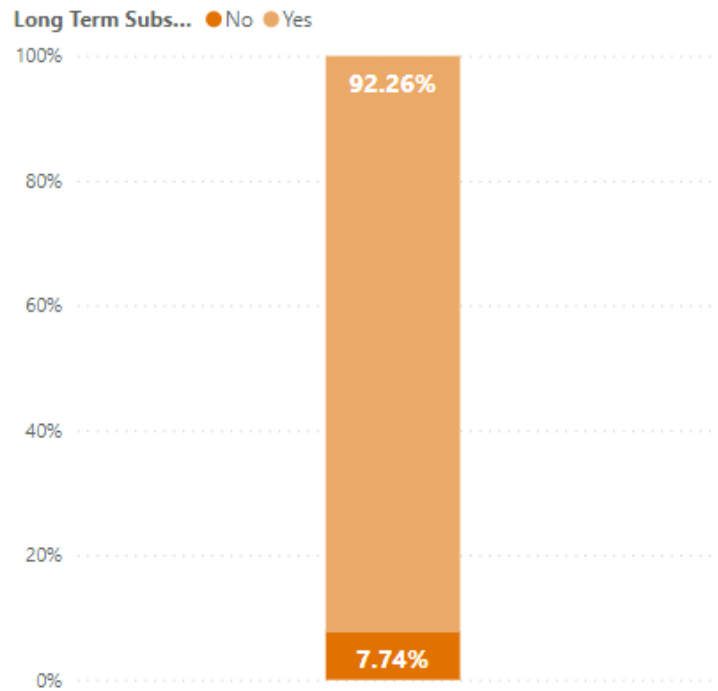
- Services used by them most are Internet , Phone and Multiline Service. We can try providing more exciting offers/Schemes/Coupons in those category of service for Senior Citizens

- 55 % Customer leaving , are having < 1 year Subscription to our services. We have to do more Promotions and Benefits to engage long term Subscription . 90% Revenue is provided by 40% long term subscription customer . So we Should increase the base of long term subscription users

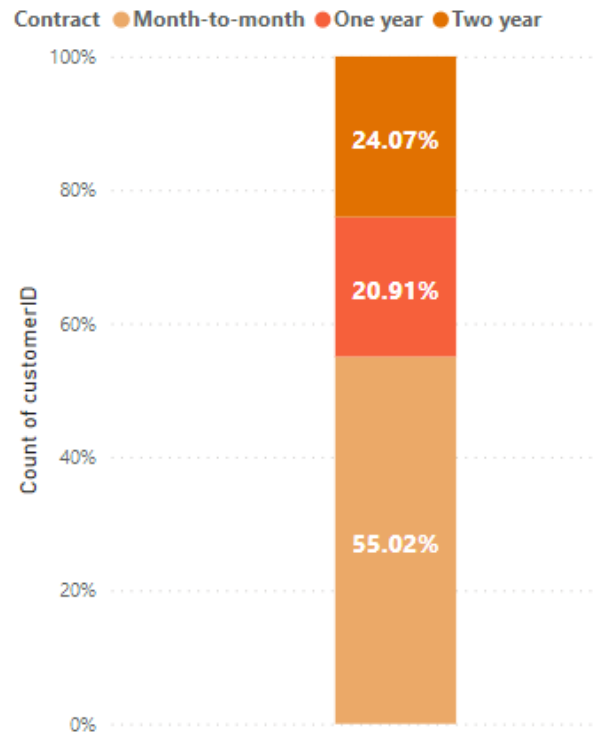
Churn by Subscription



Revenue Contribution Long vs Short Term Subscription



Customer Proportion by contract



- 58% perfect customer leaving are using Electronic Checks for payment . There may be complexity/Issue in mode of payment

Payment Mode Used by Churn Customer

