

Ideation Phase Brainstorm & idea prioritization Template

Date	15 March 2023
Team Name	NM2023TMID18543
Project Name	INTELLIGENT CUSTOMER RETENTION: USING MACHINE LEARNING FOR ENHANCED PREDICTION OF TELECOM CUSTOMER CHURN
Maximum marks	5 marks

Brainstorm & Idea Prioritization Template:


Under this activity our team member have gathered and discussed various ideas to solve our project problem each member contributed 6 to 10 ideas after gathering all ideas we have assessed the impact and feasibility of each point, Finally we have assigned the priority for each point based on this impact values.




Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

 10 minutes to prepare

 1 hour to collaborate

 2-8 people recommended

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Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

 10 minutes

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)



1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

How might we Intelligent
Customer Retention: Using
Machine Learning for
Enhanced Prediction of
Telecom Customer Churn?



Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Subash.G

The telecom company is facing a challenge of customer churn	Machine learning can be a powerful tool for telecom companies to improve customer retention	Intelligent customer retention using machine learning can be an effective approach to predict and prevent telecom customer churn
There are several factors that could lead a customer to switch to a competitor.	Another approach is to analyze customers feedback data such as survey responses, social media posts	By resolving customer complaints quickly and effectively, telecom companies can increase customer satisfaction and reduce churn

Lokesh.S

Machine learning algorithms can be trained on historical customer data to identify patterns and factors that are indicative of potential churn	The company is using machine learning to predict which customers are mostly likely to churn	Using machine learning to create personalized offers and promotions for customer who are at risk of churn
Use clustering algorithms to group customers based on their behaviour, demographics and other relevant factors	Develop a customer loyalty program that rewards customers for their loyalty and encourages them to remain with the company	Analyze large amount of customers data, including usage patterns, billings history

Joshwa.D

Telecom companies need to have access to large amounts of data	Identifying key factors contributing to churn and improve their bottom line	Explore the use of chatbots Or virtual assistants to provide proactive customer service and address potential issues before they lead to churn
This can help the company prioritize retention efforts and allocate resources more effectively	Enhanced prediction of telecom Customers churn customers wants, needs, hopes and dreams can be inferred from their past behaviour	Upgrade offers or service enhancements to retain customers who are at high risk of churn

Parthiban.L

The goal is to understand their needs, pain points, and reasons for waiting to leave the telecom company	The data can be collected from various sources including call logs, customer services interactions and online interactions	Once the machine learning model is developed and validated, it can be deployed to predict customer churn in real-time
One of the challenges for customer retention is the quality and accuracy of the data	These algorithms can be combined to create an ensemble model which often results in higher accuracy	Telecom companies are constantly looking for ways to reduce customers churn which is the number of customers who leave their service

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

TIP

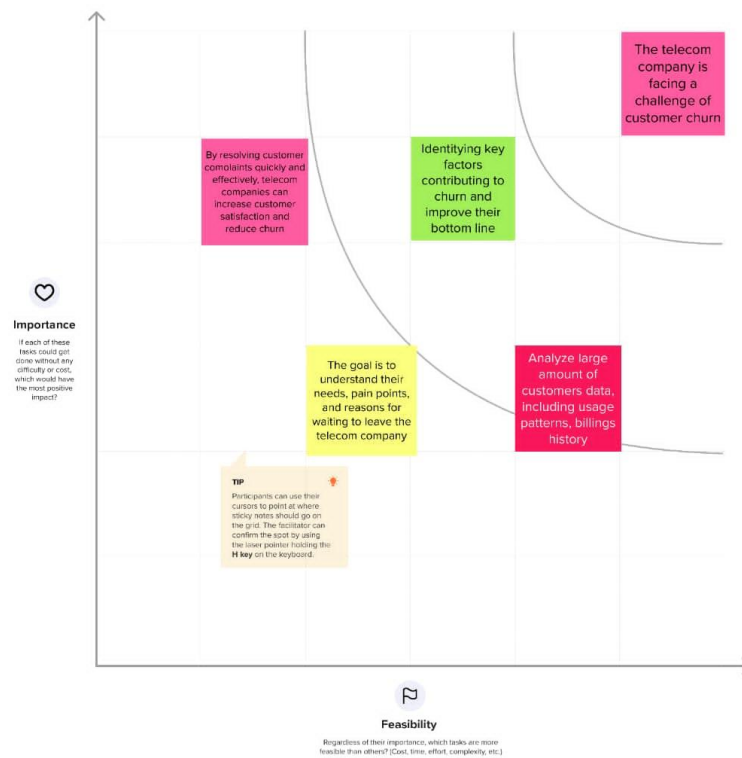
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes



➔

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template →](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

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