

Decoding Customer Retention and Churn Predictive Analytics of Vodafone (Telecel) In KNUST



Hi there👋, thank you for your time in partaking in this questionnaire.

**Aim:**

This study aims to develop predictive analytics models to forecast when students are at risk of discontinuing their use of Vodafone telecom services provided through their school. By analyzing student usage patterns, account data, and other relevant factors, the goal is to identify leading indicators that can reliably predict impending churn (students canceling or not renewing their Vodafone services).

The primary objectives are:

1. Gain insights into the key drivers that cause students to terminate their Vodafone accounts associated with the school.
2. Leverage machine learning and predictive modeling techniques on historical student data to build accurate churn prediction models.
3. Develop an early warning system that can flag students who are at high risk of churning, enabling proactive retention efforts.
4. Generate actionable recommendations for the school on incentives, improvements, or interventions that can increase student retention of Vodafone services.
5. Provide a framework that the school can use to continuously monitor and manage student churn risks for their contracted Vodafone telecom services.

Ultimately, this will allow the school to optimize their Vodafone student accounts, reduce churn rates, and maximize the value derived from their partnership with the telecom provider.

**Potential Benefits:**

Your responses to this survey will help us better understand the factors influencing student usage and retention of Vodafone telecom services provided through the school. The insights gained will allow us to:

Improve the quality and reliability of Vodafone's network on campus

Enhance data plan offerings tailored to student needs

Identify areas for improving customer service and support

Develop strategies to ensure long-term availability of affordable telecom solutions for students

By taking 10-15 minutes to complete this questionnaire, you can directly contribute to improving the telecom experience for yourself and future students.

**Let's know a little more about you!**

*The data you provide is highly secure. We don't ask any sensitive questions.*

**What is your gender?**

Male

Female

**Which College do you belong to? \***

College of Engineering

College of Humanity and Social Science

College of Agriculture and Natural Resources

College of Art and Built Environment

College of Science

School of Business

**What is your current level/year of study?\***

Level 100

Level 200

Level 300

Level 400

Level 500

Level 600

**Do you reside on-campus or off-campus?\***

Off-campus

On-campus

**Let’s now talk more about the research work**

*Please, do well to give accurate answers to the questions asked. Do not exaggerate😬. Be real. Thanks.*

**Do you currently have an active Vodafone SIM card provided by the school?\***

Yes

No

**How frequently do you use the school-provided Vodafone SIM card?? \***

Daily

Several times a week

Occasionally

Rarely

Never

**On a scale of 1 (very poor) to 5 (excellent), how would you rate the network signal strength of the school's Vodafone service in your area of residence? (At your place of residence in school)? \***

1

2

3

4

5

**Which services do you primarily use with the school's Vodafone SIM card? (Select all that apply)\***

Voice Calls

Mobile data/Internet

SMS/Text messaging

None of the above

**Do you typically exhaust your monthly data allowance for the school's Vodafone service before the end of the validity period? \***

Yes

No

**Competing Services**

*This section solely focuses on gathering information about competing telecom services that students may be using instead of the school's Vodafone services*

**Which network providers do you use in addition to Vodafone? (Select all that apply) \***

AirtelTigo

Glo

MTN

**Do you use the other network providers you mentioned more frequently than the school Vodafone service? \***

Yes

No

**If you use other network providers, what are the primary reasons? (Select all that apply)**

Better network coverage/signal strength

Faster internet speeds

More affordable plans/pricing

Better customer service

**Churn Indicators**

*Please answer the following questions related to your potential discontinuation (churn) of the school's Vodafone services.*

**Have you considered discontinuing or not renewing your school-provided Vodafone service?**

Yes

No

**If you have considered discontinuing, what were the main reasons? (Select all that apply)\***

Poor network quality/coverage

Insufficient data allowance

Unsatisfactory customer service

High costs/pricing

**Please provide any additional feedback or suggestions to improve the school's Vodafone service.**

**THANK YOU**