

# AY Telecoms

Churn Report - Q2 2002

Total Customers

7043

Total Revenue

\$21.37M

Customers Churned

1869

26.54%

Revenue Loss

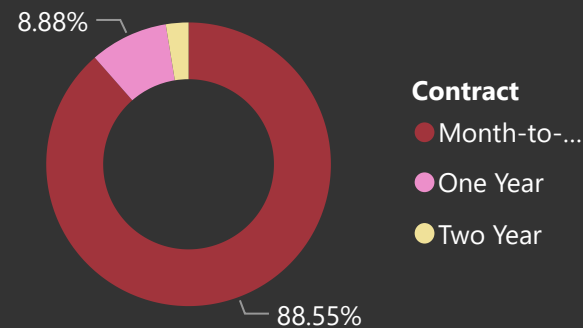
\$3.68M

17.24%

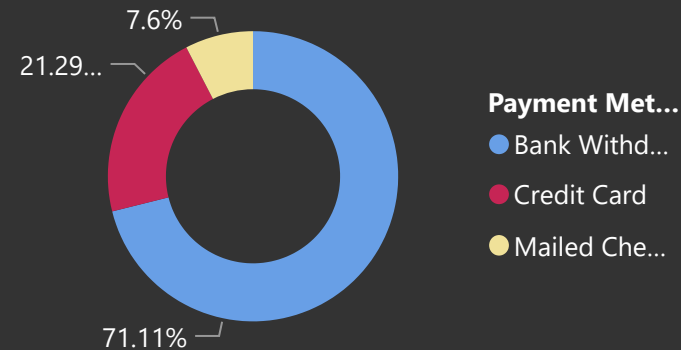
Customers Joined

454

Customers Churned by Contract



Customers Churned by Payment Method

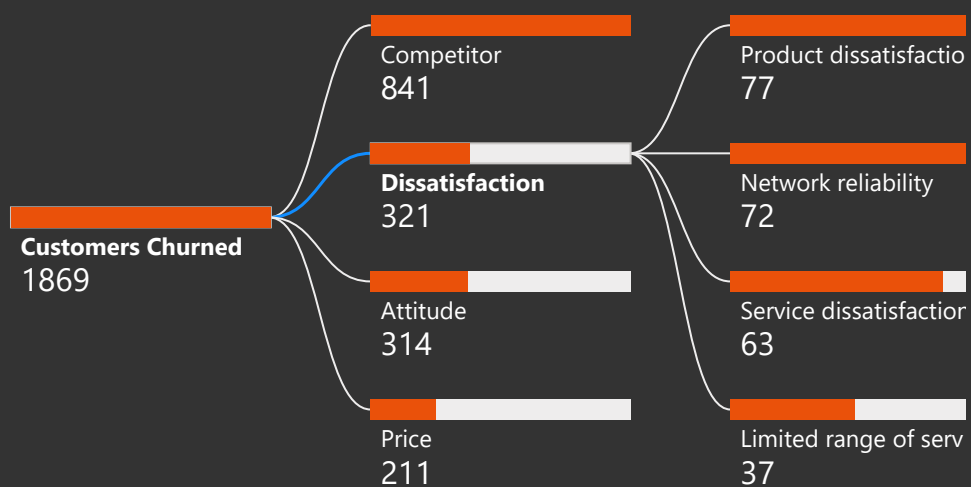


Offer	% cust churned
Offer E	52.92%
None	27.11%
Offer D	26.74%
Offer C	22.89%
Offer B	12.26%
Offer A	6.73%

Age Group	% cust churned
66 - 75	41.98%
76 - 85	41.62%
46 - 55	25.35%
56 - 65	24.47%
26 - 35	24.12%
36 - 45	23.56%

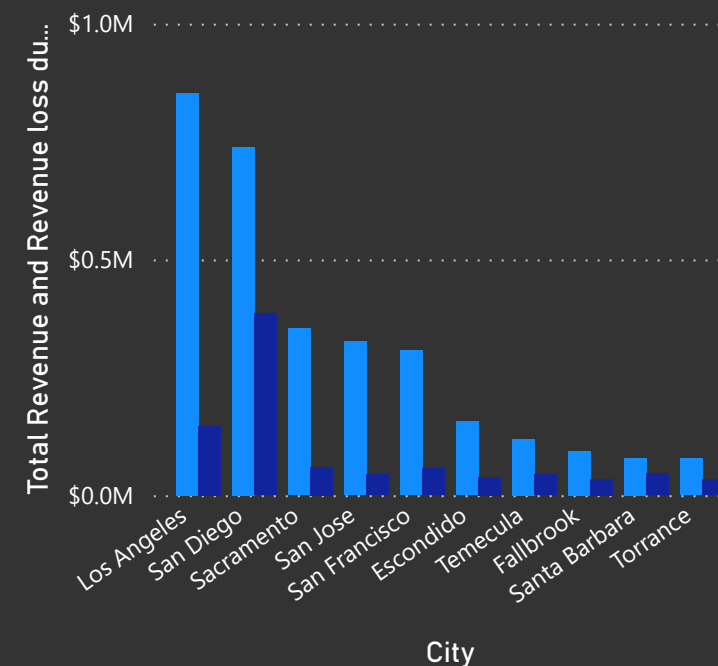
Churn Category  
Dissatisfaction

Churn Reason



Total Revenue and Revenue loss due to churn by City

Total Revenue Revenue loss due to churn



## Recommendations

1. Incentive to move to **Yearly Contract**, or creation of new **Quarterly contract**.
2. Promote to pay using **Credit Card or Mail Check**.
3. Drop **Offer E** as it has the highest Churned Rate. Incentive to take up Offer A.
4. Incentive to **Age group falling between 66-85** to minimize Churn Rate.
5. Understand **Competitors device, offers, charges**.
6. Provide **better training to staff**.