

## No Churn Telecom – Key Insights Report

- Overall churn rate: 14%
- Intl plan users churn 3.7× more than others
- Voicemail absence increases churn by 20.6×
- Accounts with >2.5 service calls have higher churn risk
- Top 5 churn states: NJ, TX, WA, WV, MD
- Action Recommendations:
  - ✓ Bundle Voicemail plan
  - ✓ Reprice Intl plans
  - ✓ Proactive service call tracking