



Telco
Telecommunications

TACKLING TURNOVER

AT TELCO TELECOMMUNICATIONS

ZACHARIA SCHMITZ



AGENDA

01

Summary

02

Findings

03

Proposal

Communicate findings in an effort to increase retention and reduce turnover.



Increase retention due to rising costs of customer acquisition and increased competition in the sector

Fiber Optic **or**
No Tech Support

42%
turnover

Fiber Optic **and**
No Tech Support

49%
turnover

Objectives

Big Idea

Findings

Proposal

Reduce the turnover to **23%**

With our KNN model at 81% accuracy we determined

Fiber optic needs tech support.

Fiber subscribers with tech support turnover half as much.

Recommend all fiber optic customers have tech support.

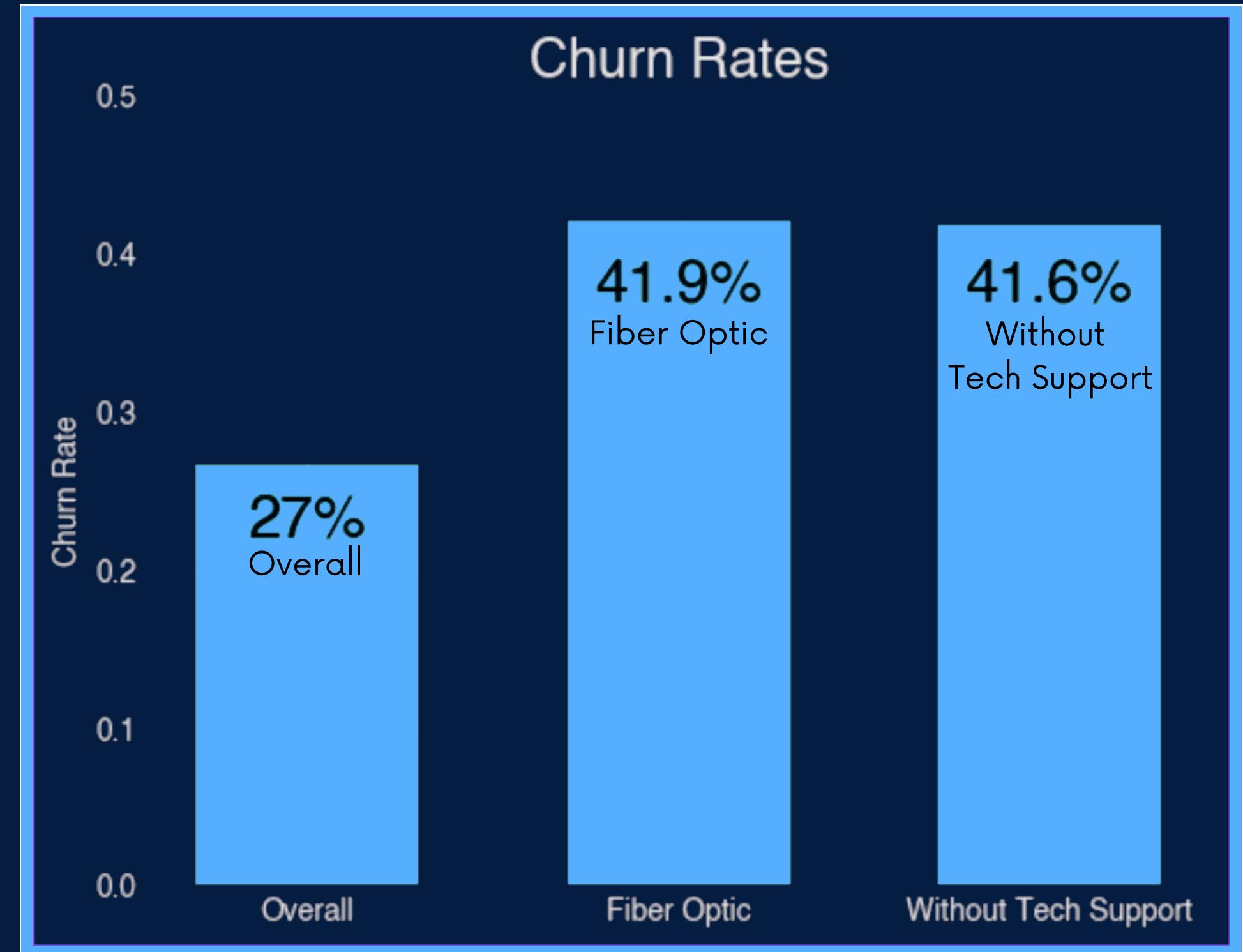
- Included in subscription cost
- Offered for free with fiber

TELCO FINDINGS

The turnover rate for all customers at Telco was determined to be 27%

Customers with **fiber optic** churned at a higher rate than the typical turnover rate of the company.

Customers without **tech support** had a very similar turnover rate.



TELCO FINDINGS

49%

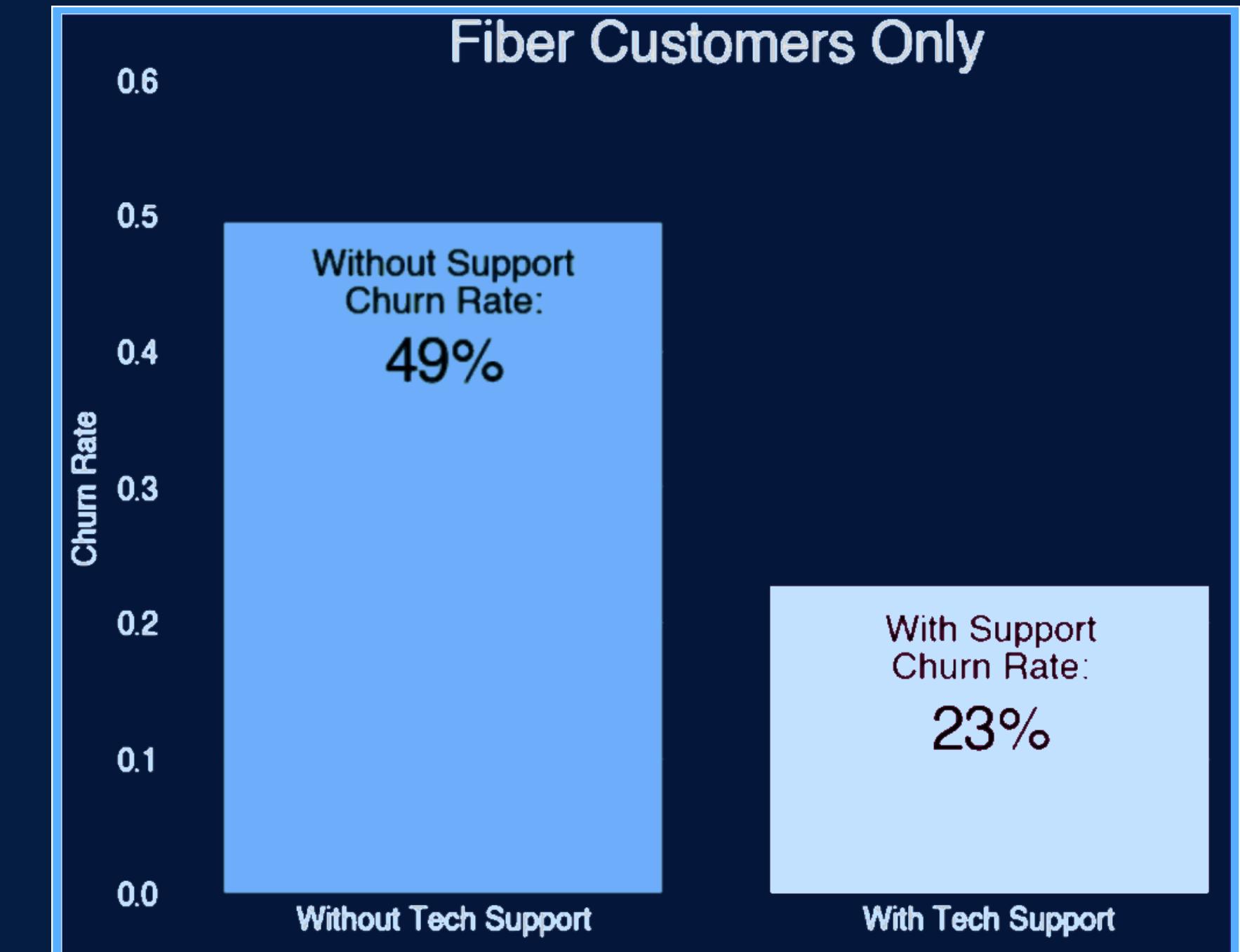


Having fiber without tech support, meant customers had almost a 50% chance to leave the company.

23%



Having fiber with tech support had a lower turnover rate than the rest of Telco.



PROPOSALS

Tech Support For All

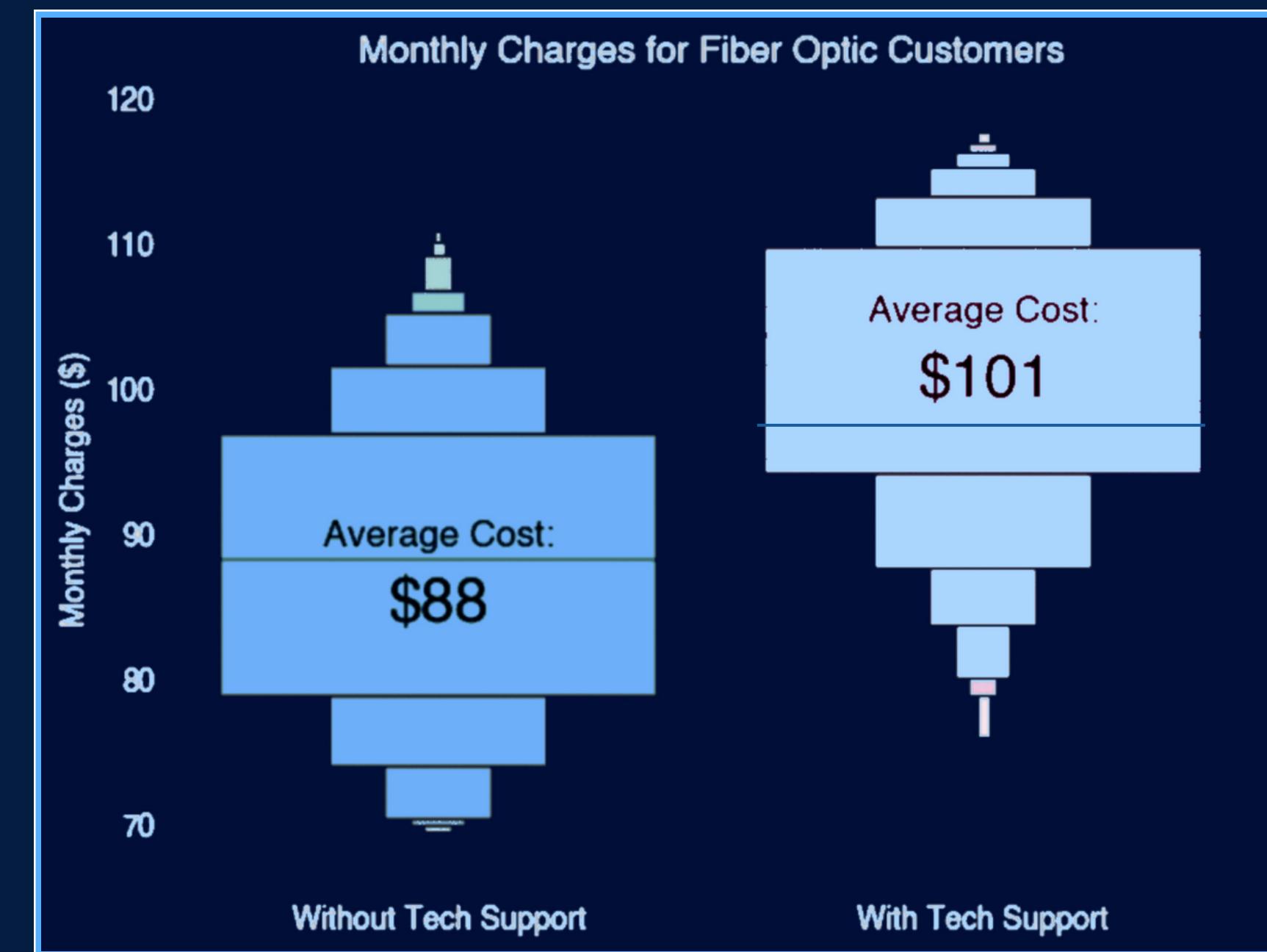
We are **only** making an extra \$13.

Implementation Ideas

- Increasing the cost of new subscribers to include the extra cost of offering tech support, potential grandfathering.
- Including tech support as a free service with the increased retention earnings and reduced customer acquisition costs

The Future is Fiber

- Fiber optic offers higher speeds
- DSL is on the decline
- Make our mark
- Customer re-acquisition is next to impossible





TELCO

Telco
Telecommunications

Customer acquisition costs are at an all time high.

Competition within the sector is soaring.

Retention focus is a must.

Thank you for your time.

