



Customer Churn Analysis: Meven Telecom

Uncovering the **drivers of customer attrition** to fortify retention strategies and optimize revenue.

Agenda

**The Challenge:
High Churn, Low Growth**



**Deep Dive:
Key Churn Drivers**



**Strategic Solutions:
Targeted Recommendations**



**Path Forward:
Actionable Next Steps**



The Challenge: A Critical Look at Meven's Customer Landscape

Meven Telecom is experiencing significant customer attrition, with data from **7,000 customers** revealing a churn rate of **27%** (1,890 customers) against a low join rate of 6% (420 customers).

This imbalance signals a critical need for intervention to safeguard our customer base and financial health. The average customer age of **47 years** and average revenue of **\$3,000 per customer** underscore the value of each departing customer and the importance of tailored retention strategies.

27%

Churn Rate

1,890 customers lost

6%

Join Rate

420 new customers

47

Avg. Age

Target demographic
insight

\$3,000

Avg. Revenue

Value of each customer

Deep Dive: Unpacking Key Churn Drivers

Our analysis reveals distinct patterns influencing churn across demographics, service usage, and financial factors. Understanding these nuances is crucial for developing precise retention strategies.

Demographics: Age & Marital Status

- **Older Customers (60+):** Churn rates significantly higher (e.g., 80+ at 43.94%) vs. younger groups (10-19 at 14.17%). They may struggle with digital services, leading to dissatisfaction.
- **Single Customers:** Churn more frequently (32.96%) compared to married customers (19.66%), who show greater stability.

Services & Billing: Protection & Payments

- **No Device Protection:** Churn is 39.13% vs. 22.50% with protection. Add-ons foster loyalty.
- **Payment Method:** Mailed Check users churn at 37%, Bank Withdrawal at 34%, while Credit Card users churn lowest at 14%.

Tenure & Charges: Loyalty & Cost

- **New Customers (0-9 months):** A staggering 50.08% churn, despite lower average revenue (\$296).
- **High Monthly Charges:** Churned customers pay an average of **\$73.35/month**, compared to \$61.74/month for retained customers, indicating price sensitivity.

Identifying the Root Causes of Churn

Further analysis into churn reasons reveals competitors and dissatisfaction as primary factors, closely followed by attitude and price.

Competitor (44.5%)

Better devices (313) & offers (311) are primary drivers.

Dissatisfaction (17.0%)

Product (77) and network reliability (72) issues.

Attitude (16.6%)

Negative interactions with support staff (220).

Price (11.2%)

High costs or unexpected charges drive churn (78).

Strategic Solutions: Targeted Recommendations for Retention

Fortify San Diego Market

Address the **64.91% churn** in San Diego by matching or exceeding competitor offers on devices and data plans. Launch targeted competitive campaigns.

Elevate Customer Service

Invest in comprehensive training to improve staff attitude and expertise. Streamline online self-service options to reduce friction, especially for older customers.

Optimize Pricing & Contracts

Introduce loyalty discounts for high-paying customers. Incentivize conversion from Month-to-Month (46% churn) to Two-Year contracts (3% churn) with attractive bundled offers. Revamp Offer E due to its high churn rate.

Enhancing Customer Experience: A Path to Loyalty

1 Support Older Customers

Develop senior-friendly plans, offer dedicated tech support, and provide tutorials to bridge the digital divide for our 60+ customer base.

2 Boost Add-On Services

Strategically promote Device Protection Plans and other add-ons with bundled discounts to increase customer stickiness and perceived value.

3 Simplify Payment Methods

Encourage adoption of Credit Card payments (14% churn) over Mailed Checks (37% churn) through small incentives on first bills.

The Impact: Driving Meven's Growth

By implementing these recommendations, Meven Telecom can anticipate a significant reduction in churn and a boost in customer lifetime value.

Increased Revenue

Retaining high-value customers and reducing loss from early churners.



Enhanced Loyalty

Building stronger relationships through improved service and tailored offerings.



Sustainable Growth

Turning around the churn-to-join ratio for long-term stability.

Next Steps: Your Action Plan

Let's move from insights to action. The following steps will guide our immediate efforts to tackle churn.

1

Deep Dive into San Diego

Initiate immediate competitive analysis and pilot a targeted retention campaign.

2

Service Training Program

Develop and roll out enhanced customer service training modules within 30 days.

3

Contract & Offer Review

Form a task force to redesign pricing tiers and promotional offers, prioritizing long-term contracts.

4

Digital Experience Audit

Conduct a comprehensive review of digital touchpoints, focusing on senior-friendly design and self-service functionality.

By focusing on these actionable areas, Meven Telecom can begin to transform its customer retention landscape and secure its future growth.