Dear concern,

I hope this email finds you well.

I am writing to you today to provide some findings and suggestions for the telecom customer retention dashboard that you requested. After analyzing the requirements for the customer retention dashboard, I have identified key findings and recommendations to enhance our approach.

First, I would like to reiterate the importance of customer retention in the telecom industry. Customers are hard-earned, and it is much more cost-effective to retain existing customers than to acquire new ones. Currently, the telecom's retention department is only able to get in touch with customers after they have terminated their contract. This is a reactive approach, and it is often too late to save the customer. A more proactive approach would be to identify customers who are at risk of churning before they cancel their service. This can be done by analyzing customer data and identifying patterns that are associated with churn.

**Recommendations:**

* Implementing KPIs such as Churn Rate, Customer lifetime value (CLV), Retention Cost, Customer satisfaction score (CSAT), and Net promoter score (NPS) will provide a comprehensive view of customer retention performance.
* Introducing predictive analytics and machine learning models can help in identifying at-risk customers in advance, enabling proactive retention strategies.
* Transitioning from Excel-based analysis to a dynamic and visually intuitive dashboard will provide clear and self-explanatory insights for management.

**Key Observations:**

* Nearly a quarter of customers have churned: 26.54% of customers (1869 total) have left the company, with 380 churning in just the last month.
* Specific services and factors correlate with higher churn:
* Internet service: Fiber Optics customers have a churn rate of 41.89%.
* Payment method: Electronic Check users have a 45.29% churn rate.
* Contract type: Month-to-month contracts experience a 42.71% churn rate.
* Tech tickets: Churn increases as customers raise more tech support issues.

**Suggested Customer Retention Strategies:**

1. **Address Fiber Optics Churn:**

* Investigate quality and reliability concerns for Fiber Optics service.
* Offer incentives or bundle pricing for Fiber Optics customers.
* Provide targeted customer support and education for Fiber Optics users.

1. **Encourage Alternative Payment Methods:**

* Promote automatic credit card or bank draft payments.
* Offer discounts or rewards for switching from Electronic Check.
* Explore convenient digital payment options like mobile apps.

1. **Incentivize Longer Contracts:**

* Highlight savings and benefits of longer-term contracts.
* Provide exclusive features or upgrades for multi-year commitments.

1. **Improve Tech Support Efficiency:**

* Invest in proactive issue resolution to reduce ticket volume.
* Offer easily accessible self-help resources and online troubleshooting.
* Enhance training for customer support agents to deliver effective solutions.
* Consider options for more comprehensive tech support services.

1. **Implement Early Intervention:**

* Proactive outreach to customers exhibiting potential churn indicators.
* Personalized offers and service adjustments to address concerns.

1. **Strengthen Customer Relationships:**

* Gather and act on feedback through surveys or follow-up calls.
* Demonstrate value and appreciation through loyalty programs or rewards.
* Foster a sense of community and engagement through events or online forums.

1. **Continuously Analyze Data:**

* Track churn patterns and identify recurring factors for further action.
* Experiment with different retention strategies and measure results.
* Personalize approaches based on customer segments and individual needs.

Since the company is facing is that its customer data is siloed in different systems, I recommend that the client invests in a data warehouse or customer relationship management (CRM) system to centralize its customer data. This will make it easier to analyze customer data and to identify trends and patterns.

Finally, I recommend that the telecom company develop a customer segmentation model. This will allow them to group customers into different segments based on their demographics, usage behavior, and other factors. Once customers have been segmented, the telecom company can develop targeted marketing and retention strategies for each segment.

I believe that these recommendations will help the company to improve its customer retention efforts. I am happy to discuss these recommendations in more detail with you at your convenience.

Best Regards,

Arko Saha