



Swan  
Teleco

# Churning Customer Insights



## Products

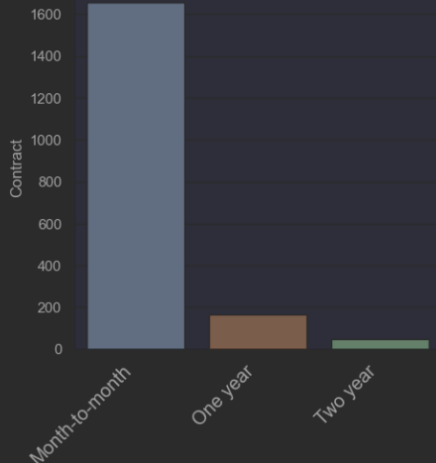
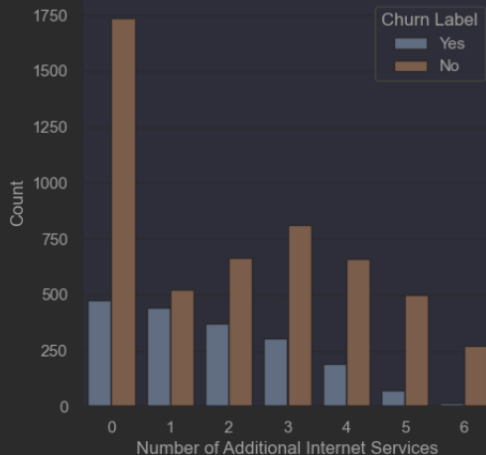
## Demographics



- Month-to-month contracts most popular contract type
- Most churners have no additional internet services
- Customers with more services less likely to churn

- 1869 churners in last quarter
- Equally split between male and female
- ~26% of churners are senior citizens
- ~30% of churners have a partner
- Most churners have no dependents

Number of Additional Internet Services for all Customers



Swan  
Teleco



# Churning Customer Insights



Incentives

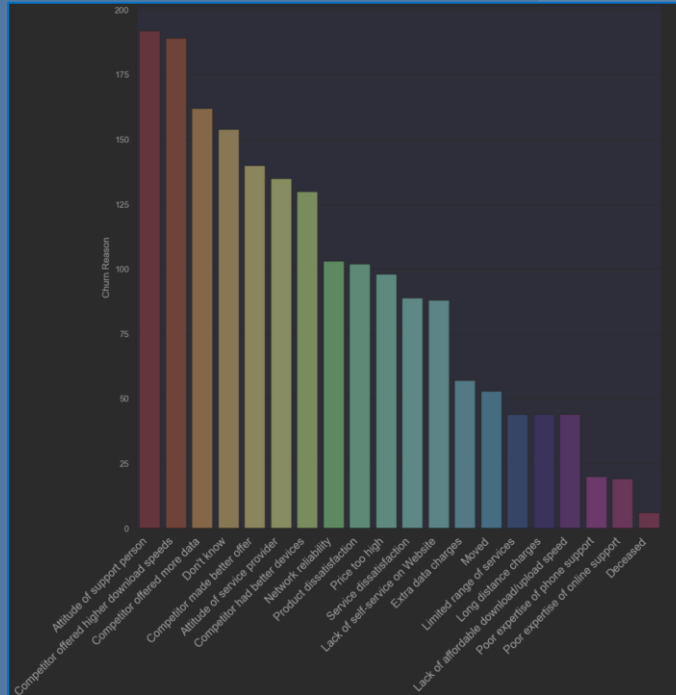
Influential Factors



Maximise number of services per customer

Promote streaming services when customers sign up for fibre optic internet

Retraining of customer support staff to be more professional and knowledgeable



Month-to-month contracts

Fibre optic internet

Tenure months

Dependents

Tech support

Monthly charges