

Define your problem statement

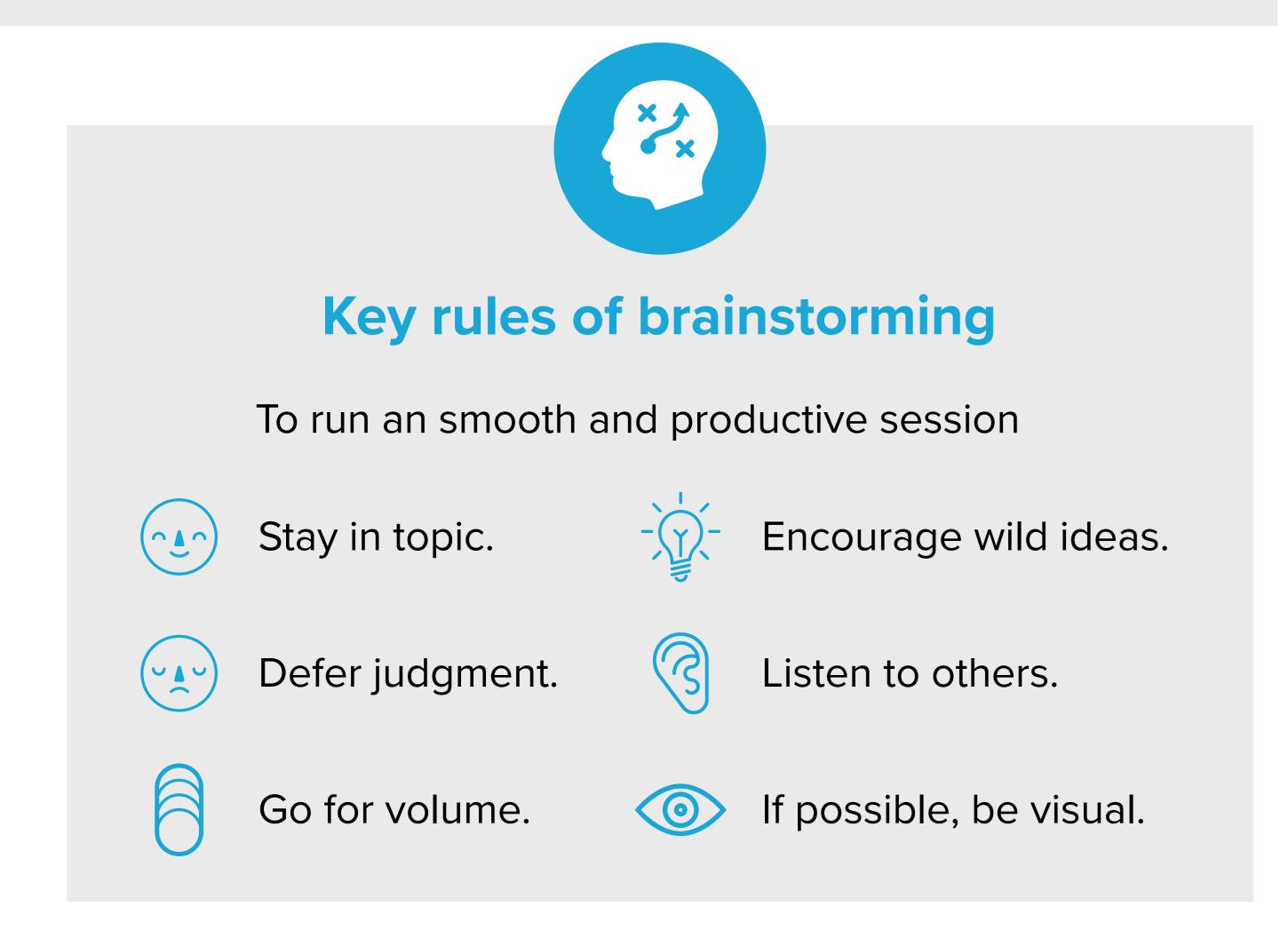
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

In the telecom industry, customers are able to choose from multiple service providers and actively switch from one operator to another. In this highly competitive market, the telecommunications industry experiences an average of 15-25% annual churn rate. Given the fact that it costs 5-10 times more to acquire a new customer than to retain an existing one, customer retention has now become even more important than customer acquisition.

For many incumbent operators, retaining high profitable customers is the number one business goal.

To reduce customer churn, telecom companies need to predict which customers are at high risk of churn.



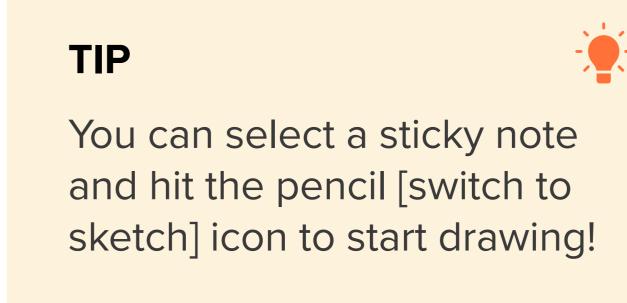
How might we [your problem statement]?



Brainstorm

Write down any ideas that come to mind that address your problem statement.

① 10 minutes



Subbulakshmi D

Use AI to personalize customer service and experience

Managing
Customer
Lifetime
Value

Omnichann approah

5G optimizatio Big Data
Analytics
Platforms for
Reducing
Churn

Sineka S

Accelerated network infrastructure monitoring tools

Provide good network quality

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balance
cost,quality
&volume in
partner
contracts

Equal rewards

Instar answer custon qurie

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Qick and personalized customer services

Efficient customer care

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Remote working

nnovation service Easy billing process

Effective self services

Provide Trained agent

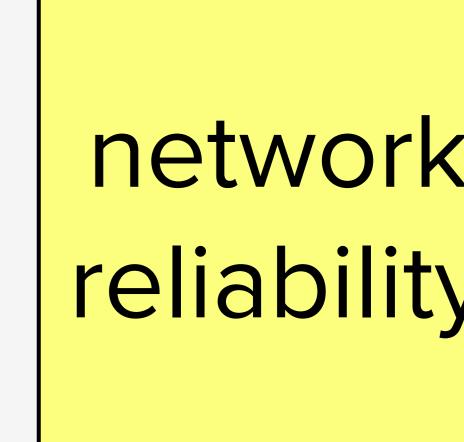


Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

① 20 minutes

Network



5G optimizat Provide good network quality

Customer

Efficient customer care

customer

Qick and personalized customer services

Effective self services

Easy billing process

Good service provide

Techiques

Big Data
Analytics
Platforms for
Reducing
Churn

Omnichann approah

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ustomer ifetime Value

Innovation service

Add customizable tags to sticky

notes to make it easier to find,

categorize important ideas as themes within your mural.

browse, organize, and

Remote working

cost,qual &volume partner

personalize customer service and experience

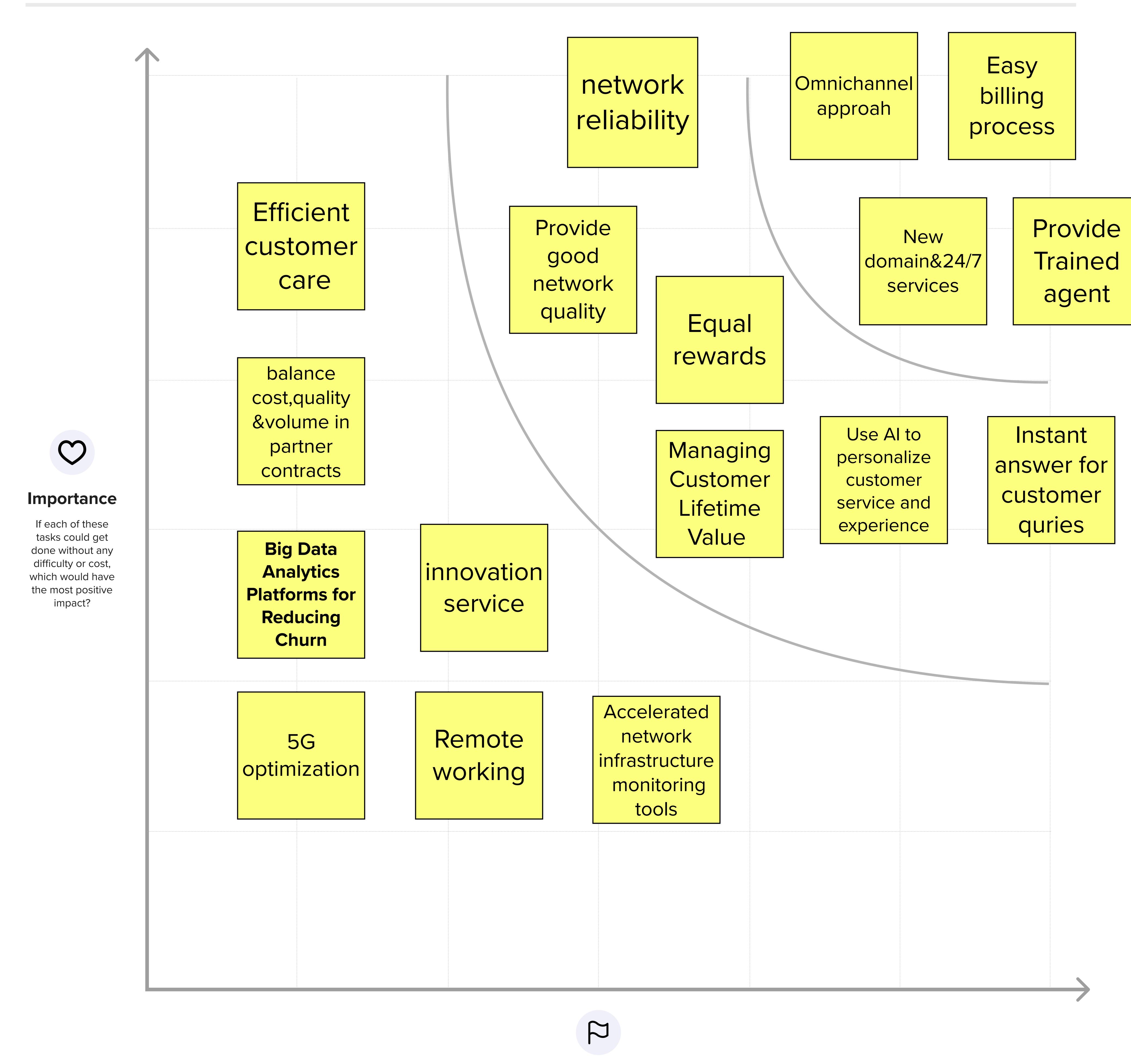
New domain&24/services



Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

① 20 minutes



Feasibility

Regardless of their importance, which tasks are mor easible than others? (Cost, time, effort, complexity, et