EXL ACUMEN 2019
CASE STUDY

CUSTOMER ATTRITION: SOFTWARE AS A SERVICE

DataCorp is an established SaaS (software as a service) provider in the U.S. They are the current market leaders in providing software support for finance, HR and logistics operations in the U.S. DataCorp works in a B2B model where all of their sales are handled by sales representatives and any new customer will have to connect with one of the sales rep.

Recently DataCorp has noticed that there has been an increase in the number of customer who are opting out from their flagship product: GeoPod, and are moving to competitors. This has a direct impact on DataCorp's annual revenue and needs immediate attention.

Incidentally, DataCorp increases the price of GeoPod annually, generating incremental revenue to meet their annual targets. For this year, DataCorp will be increasing List Price* of GeoPod by 3%.

Given this scenario, Steve (CEO, Datacorp) has hired EXL Service to determine customers who are most likely to attrite and also design an effective data-driven customer strategy

*List Price: The marked price of GeoPod for a given year. This is different from the actual price a customer pays, post negotiations with a GeoPod salesperson.

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Please help DataCorp to address the following questions:

Phase 1:

1. EXL needs to correctly identify the attrition prone customers from the pool of business critical customers and provide output as detailed in the output template file.
2. Please provide an overview of your solution, in addition to the final prediction. What drivers will help you evaluate the customer attrition for DataCorp? (Provide Calculations, if any)

Phase 2:

1. Steve wants EXL to create a holistic customer strategy including but not limited to, retention strategies for different segments for customers. Feel free to make any assumptions or use online resources. Please list all assumptions and sources clearly in your solution. The output should be a powerpoint presentation (maximum of 6 slides), preferably in a PDF format. Provide calculations, if any, in additional appendix slides.