



Customer churn risk report for Maven Communications (Q2, 2022)

We are in a **DIRE** situation, **losing** more customers than we can sign up.
Customer movement last quarter:

5992	1051	1869	5174
Last quarter	New	Churned	Current quarter

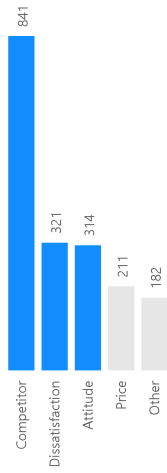
The **churn rates** are **HIGH**, we will be **out of business** within 1 year:
>> **Immediate actions** are needed!

57%	27%	\$137K	31%
Among new customers	Overall	per month	monthly revenue

The **financial impact** is **severe**:
Customers who left brought with them

which is equivalent to

Churn Category given by customers

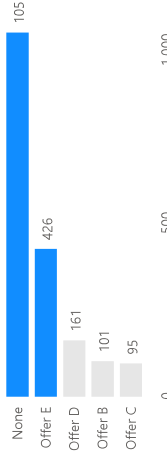


Competition is the greatest risk (**45/100** cases)
>> Study competitors' devices (**37%**) and offers (**37%**) to identify gaps.

Product/ Service/ Network drive **68%** of Dissatisfaction
>> Redesign to match those of competitors.

Attitude of support person accounts for **70%** of attitude cases
>> Invest in attitude training for staff.

The Offer churned customers were on



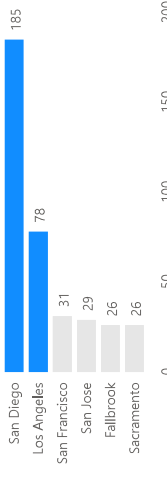
Customers **without offer/ on offer E** are at high risk of churning (**79/100** cases)...

>> Always sign up new customers with an offer to incentivise staying.

>> Modify offer E to be more attractive

>> Switch customers on offer E to other plans

Top cities of churned customers



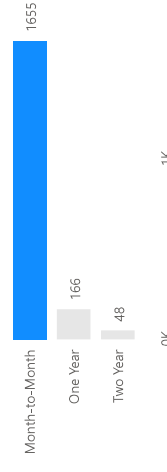
Majority of customers in **San Diego** and **Los Angeles** were lost to **Competitors**...

>> Research competition landscape in these 2 cities and trying to match it.

>> Run ads campaigns to win back customers.

>> Assess what are done differently in low churning cities and apply here.

The Contract churned customers were on

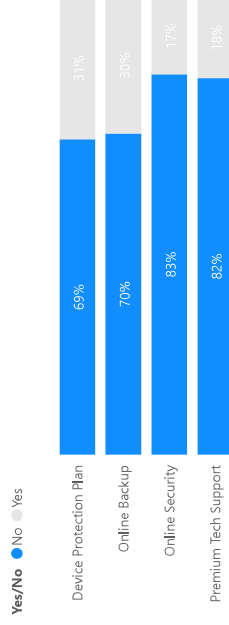


Customers on **Month-to-Month** contracts were not loyal to stay (**89/100** cases)...

>> Encourage new customers to sign up for long-term contracts, offering discounts and/or loyalty perks.

>> Impose a high exit fee on one and two year contracts to discourage customers from leaving.

Churned customers with/ without additional internet services

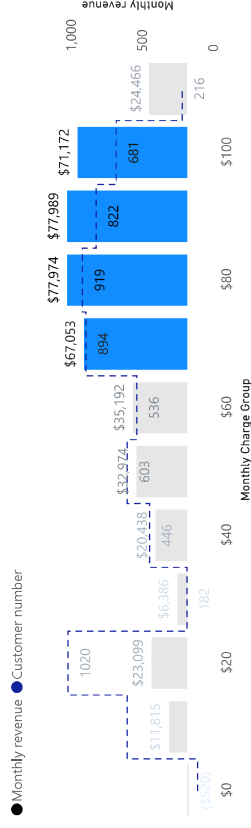


Customers who **do not sign up** to Additional internet services are **20-30%** more **likely to churn**...

>> Upselling additional service during the initial sign up. We can bundle these services together as monthly subscription package.

>> Offer discount to incentivise current customers to sign up to additional internet services.

Monthly revenue by customer group

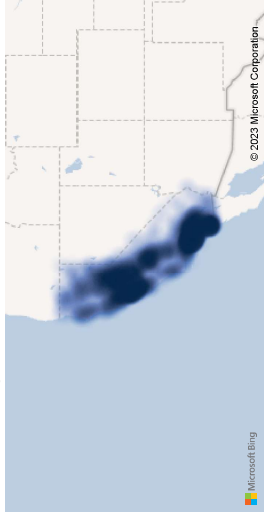


We need to put more **focus on high value customers** (those spending **\$70-\$110/ month**)...

>> They account for **47%** of our **customers** but generate **66%** of our **monthly revenue**.

>> The churn rate of this group (**37%**) is much higher than the overall churn rate (**27%**).

Locations of high-value customers



High value customers live around **Los Angeles, San Diego, San Francisco, San Jose** and **Sacramento**.

>> Position our customer support teams in these locations to provide more timely services.

>> Focus our market research activities in these areas to better understand and meet customers' taste.