SUBJECT 9:

Implement a smart anti-churn system /dashboard

Department
R&D

Duration
At least 6 months

Customer churn is the percentage of customers that stopped using the company's product or service. It is one of the most important metrics for a growing business to evaluate. While it's not the happiest measure, it's a number that can give your company the hard truth about its customer retention. Based on a given health score definition we need to implement an AI system that allows us to detect proactively eventual churners. The system should be able to detect new churn patterns (Low usage, stop using some features...) in order to enrich the health score definition. And since Expensya has different client typology (Self-serve, Xlarge, Premium...) the health score must be weighted according to a precise segmentation.

The trainee's mission is to audit the existing situation, to explore the market tools (Benchmark), to collect and analyse data, to suggest and implement the solution.

Example of criteria used on health score calculation:

- Decrease in the number of active users.
- NPS.
- Score on Intercom/Zendesk.
- Increase in the number of major blocking and non-blocking tickets on Zendesk.
- Increase in resolution time for major blocking and non-blocking tickets on Zendesk.
- CSM pulse (for customers tracked by CSM).
- Contract's end date.

Technologies & Environment of work :

Power BI　　　AI　　　SQL　　　.NET