Ideas videos

PARA GERENTA DE MARKETING:

there are a lot of bene\_ts that encourage the tracking of the customer

churn rate, for example:

\_ Marketing costs to acquire new customers are high. Therefore, it is

important to retain customers so that the initial investment is not

wasted;

\_ It allows to calculate customer lifetime value;

\_ It has a direct impact on the ability to expand the company;

\_ It allows to identify whether the current actions made by the \_rm are

improving the customer churn or having a negative impact.

All these considerations are typically included in the concept of customer

relationship management (CRM),

**BUEN TÉRMINO: Customer Churn Management**

This can be done following three

important steps in a cyclic manner [6]:

1. Churn prediction

2. Identi\_cation of the main causes of defection and related key service

Issues

3. Development of corrective actions to improve retention

The easiest way to make churn predictions is to observe customers' behavior

and to create, with the help of experience, some rules that classify a

customer as churner.

For example, a bank could label as churner a user that

has not made transactions for a long time and that has a low account balance.

However, all these rules are created without a scienti\_c method, using only

experience and intuition, so the results may be below the expectations.