T-Mobile

From Acquisition to Loyalty: Data Insights for Sustainable Growth

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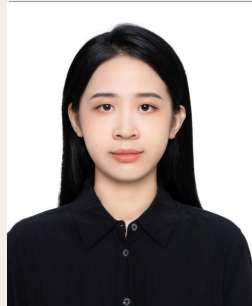
Meet Team 8

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Analyzing LTC – Likelihood to Continue

1

What brings in new customers? Will they stay?

2

Why do some customers want to switch?
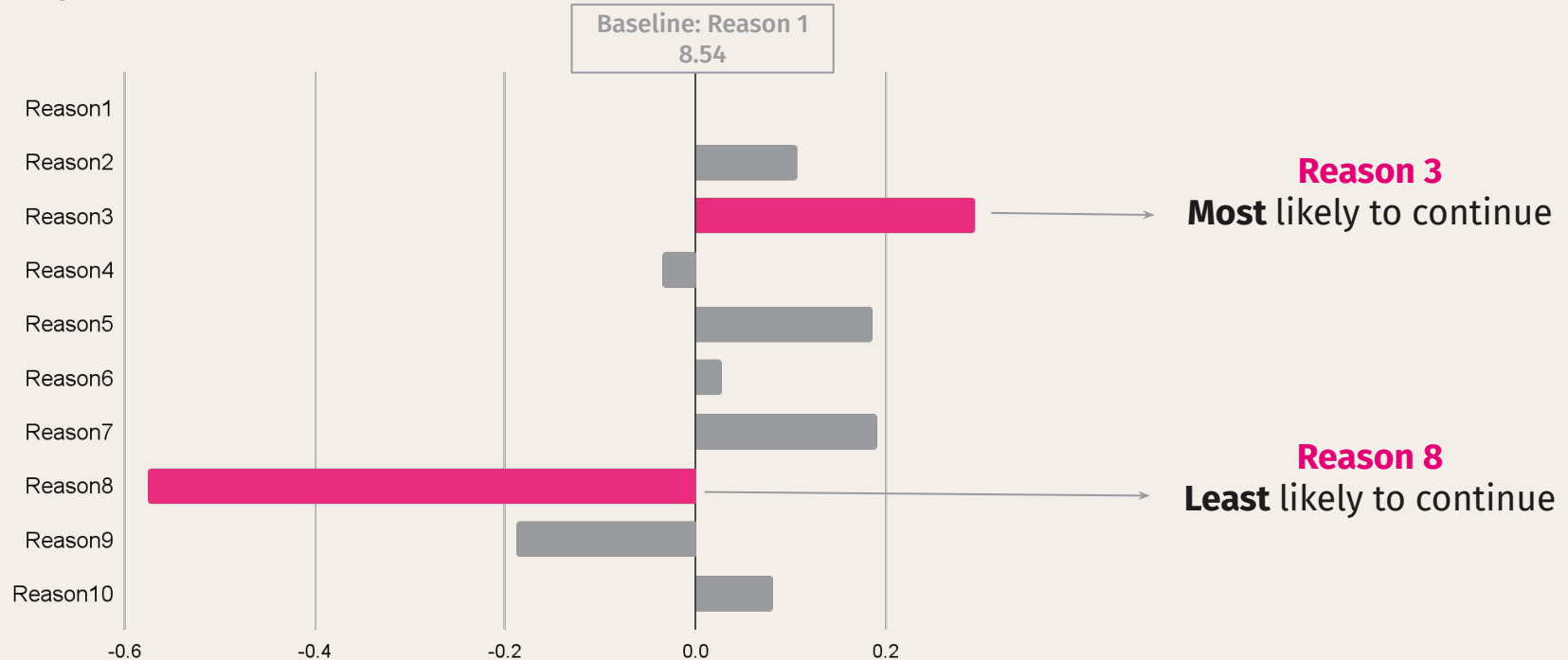
3

What strategies can be implemented to improve LTC?

What brings in new customers? Will they stay?

Analyzing Primary Reason for Joining Insights into Expectations and Delivery

Strategy: Target New Customers by Reasons to Join

Reason 3

Most likely to continue

Targeted ad campaign - amplify impact

Narrative-driven campaign - real customer success stories

Video ads and testimonials featuring satisfied long-term customers

Reason 8

Least likely to continue

Expectation Alignment - addressing false or unrealistic expectations

Optimize advertising spend and reduce **visibility** around Reason 8

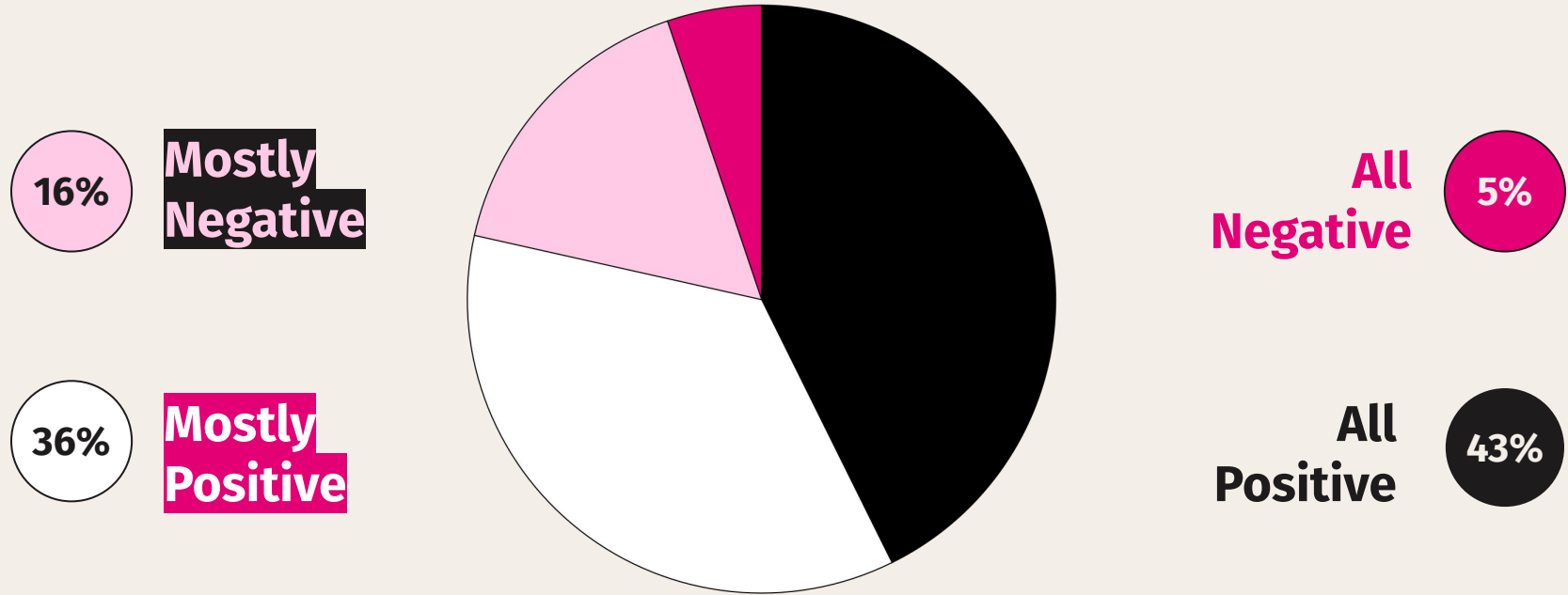**Reframe messaging** to align with retention factors

Why do some customers want to switch?

A Peek into the Impact of Word-Of-Mouth Sentiments

# Close to 80% of respondents perceive T-Mobile positively

Proportion of Word-of-Mouth Sentiment

16% Mostly Negative

36% Mostly Positive

All Negative **5%**

All Positive **43%**

Plot: Frequency proportion of WOM_SENTIMENT

Negative Word-Of-Mouth decreases LTC over _4 times_ more than positive sentiment boosts it!

Impact of Sentiment on Customer Retention

Baseline: Mostly Positive
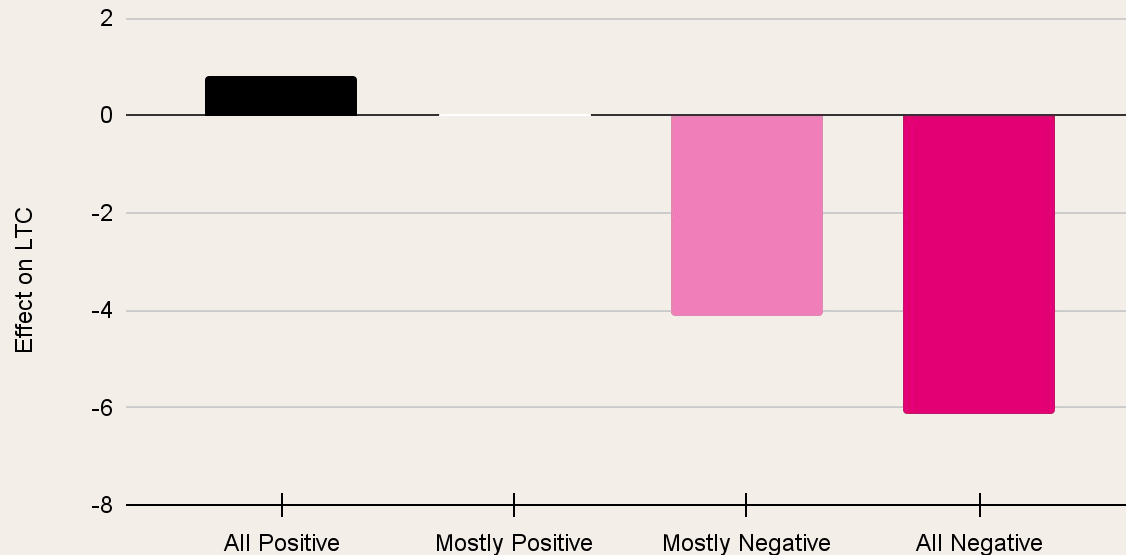
A Small Percentage, A Big Problem

Strategy: Raise Retention Rate for Existing Customers by WOM
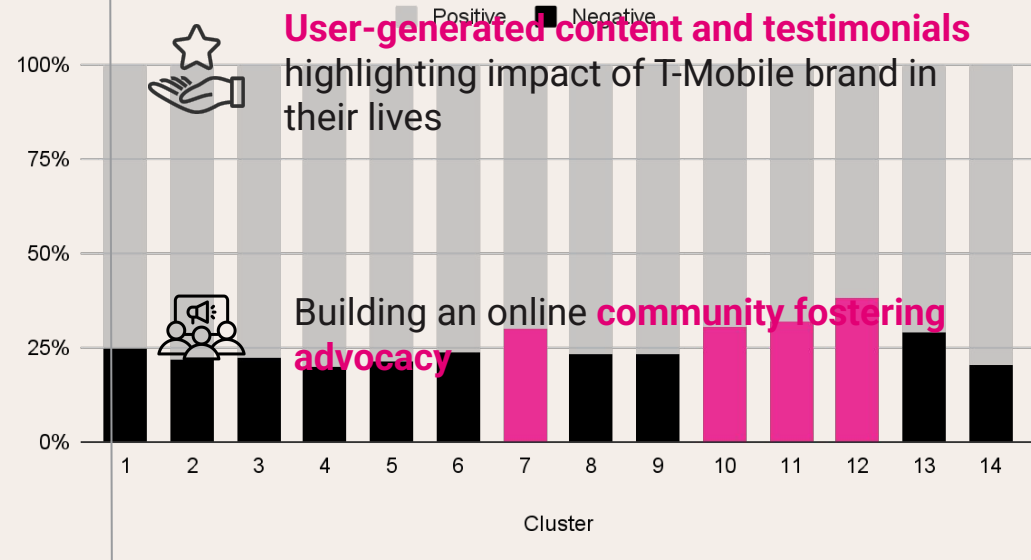
Customer-Centric Retention

Addressing dissatisfaction in clusters with negative WOM - **7, 10, 11 and 12**

In-Depth Surveys - Root cause analysis to understand customer dissatisfaction

Peer Influence

User-generated content and testimonials highlighting impact of T-Mobile brand in their lives

Building an online **community fostering advocacy**

Sentiment Across Clusters

Positive Negative

100%

75%

50%

25%

0%

1 2 3 4 5 6 7 8 9 10 11 12 13 14

Cluster

Strategy: Raise Retention Rate for Existing Customers by WOM

Customer-Centric Retention

Addressing dissatisfaction in clusters with negative Word Of Mouth (WOM) **7,10,11 and 12**

In Depth Surveys - Root cause analysis behind Billing,Coverage, Reception and CX issues.

Peer Influence

User-generated content campaigns and testimonials - Highlighting impact of T-Mobile brand in their lives

Building an online **community fostering advocacy**

T Mobile

Thank you for listening!