**Project Title:**

**Proactive Customer Care**: Predicting customer contact and use this predictor to engage in outbound proactive treatment strategies.

**Problem Statement:**

The term “Proactive Customer Care” means*: “Understand the reason for a customer’s concern, or potential issues, with their service before the customer takes direct action”*.

Customer satisfaction is a key measure of success. Unhappy customers don’t stick around. Also, unhappy customers rarely voice their dissatisfaction before leaving.

The aim of this project is to identify the dissatisfied customers early in their relationship.

We will analyze the customer data to predict whether a customer will complain to the customer service center, so that the organization can approach the customer beforehand.

Key outcomes:

* Improved customer satisfaction.
* Reduction in bill paid to outsourced customer care service (call centers/BPOs)

(Instead of customers going for more time-consuming and costlier support channels like phone, you can guide them to either go for self-service resources or to use a more scalable channel like chat or email.)

* Reduction in Customer Churning
* Scope of increasing average revenue per user (ARPU)

**Domain(s):**

E-commerce/Retail

**Team:**

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