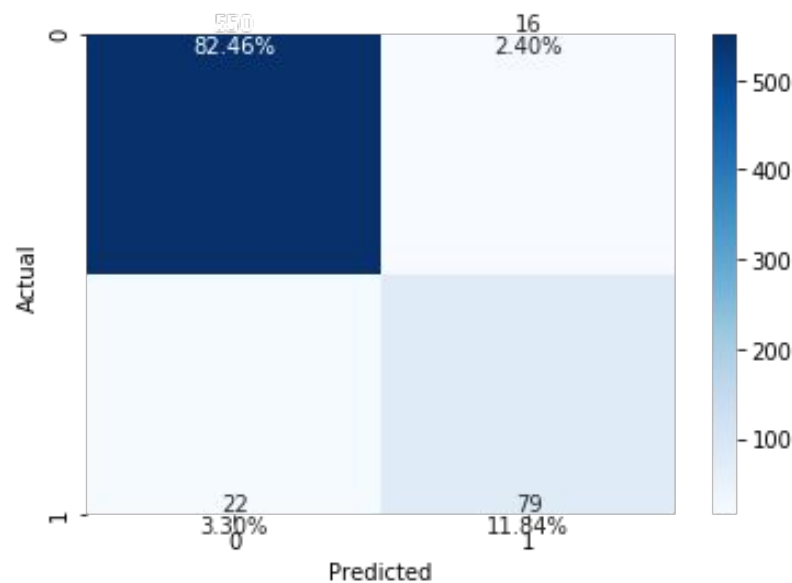
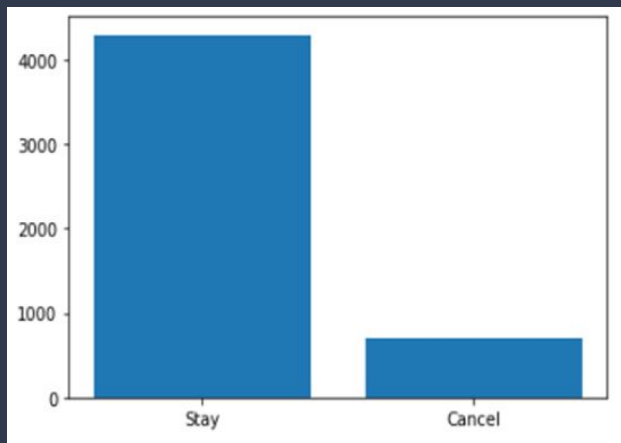


Customer-Retainment Model and Ideas

By David Jia

Overall Model Predictions



-Decent predictive qualities

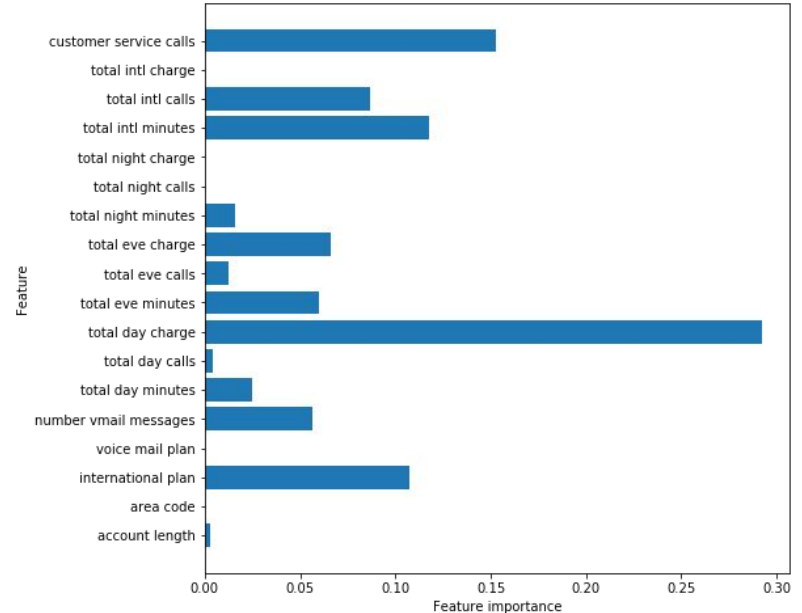
Accuracy: 91%

Relatively successful operations, a lot of staying vs. cancel

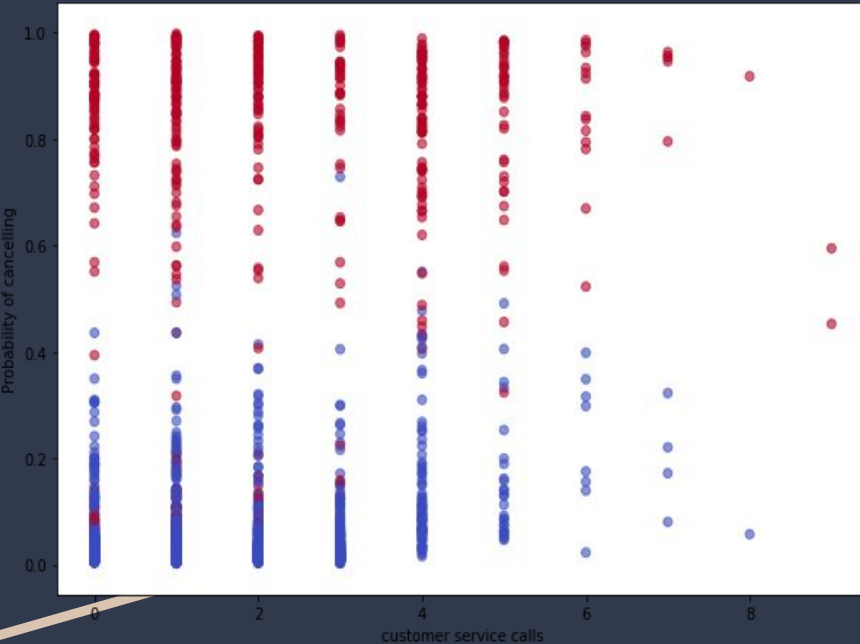
Important Features

Data shows customer service calls equates to customers keeping the service more

1. Number of customer service calls
2. International Plan/Voicemail Plan
3. Total charge during day



Customer Service:



Shown to have a significant effect on customers canceling or leaving

-the more calls the better

-a lot of cancellations had no calls or one call

Can mean different things:

1. Customer service does a good job at handling disgruntled clientele
2. Clientele call once but are continually frustrated and quit

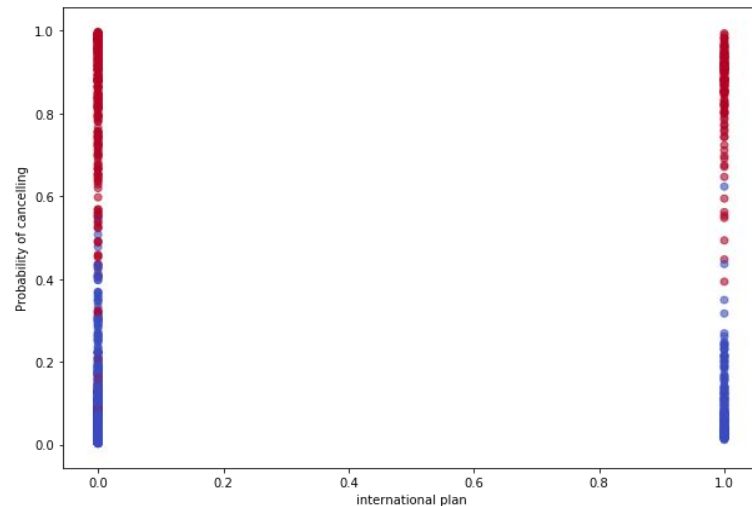
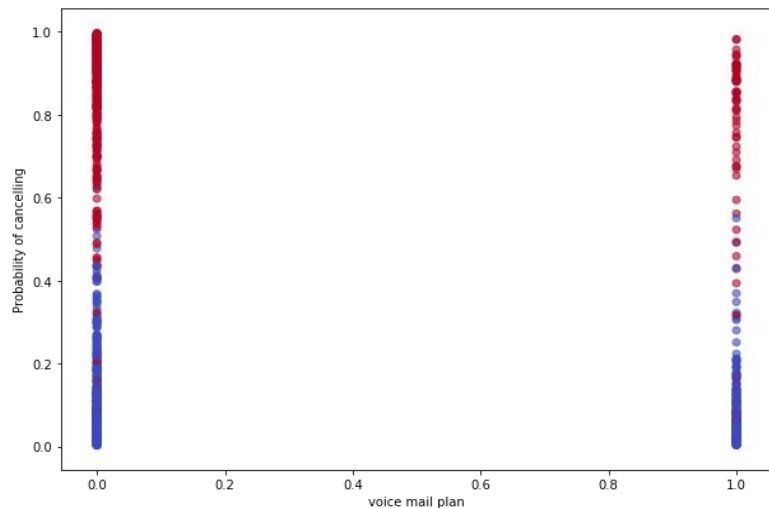
Customer Satisfaction Ideas

Increasing customer satisfaction has shown to be important

Possible Ideas to increase:

1. If customer service team shown to be competent and decreasing cancels, expand that part of the company while weighing cost and benefit
 - advertise the service line more often and increase the hours
2. Implement follow-up calls to confirm the issue at hand has been completely solved
 - make sure they are happy

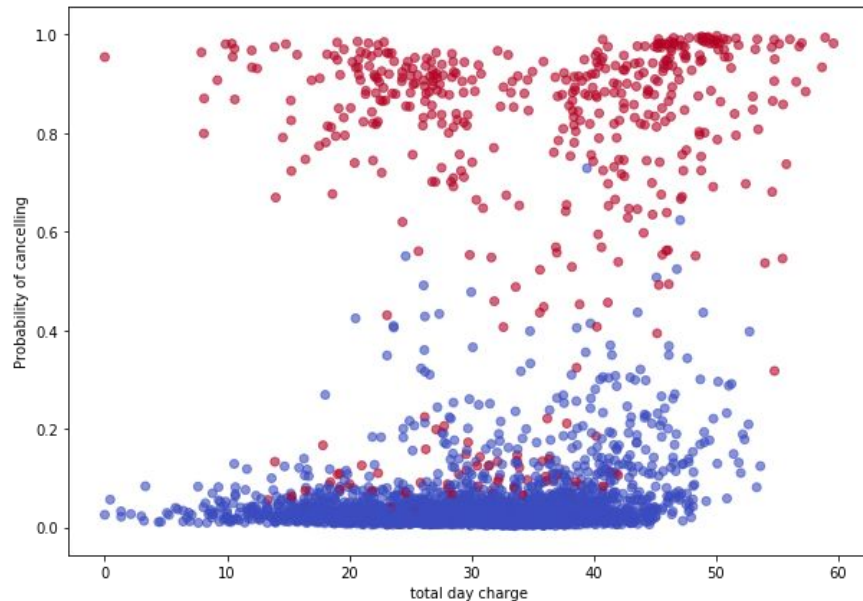
Voice Mail and International Plans



Importance in getting customer on either plan:

- noticeably less cancels
- additive effect of lessening cancels

Finding Optimal Pricing



Seems to be a noticeable sweet spot in the pricing model in which customers cancel less

- \$33-40 per day charge
May be optimal pricing

- high cancels near 40 and above (too expensive)
- high cancels near 30 and below (bad quality)

Promotion Ideas

1.

Up quality of service for those paying \$30 dollars and see whether the number staying outweighs the cost of upping quality

2.

Offer those paying \$40 or more to decrease their plan cost in exchange for more ads or a longer service period

-offer a free phone (\$500-800) to continue the contract for another year

Thank You for Listening!

