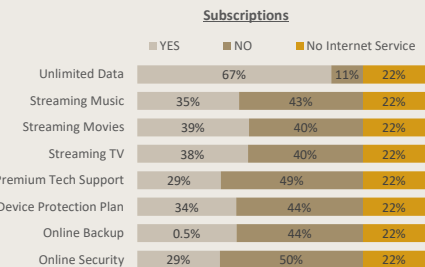
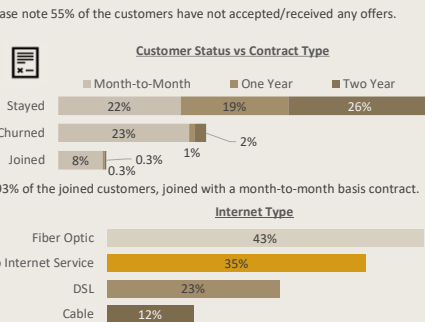
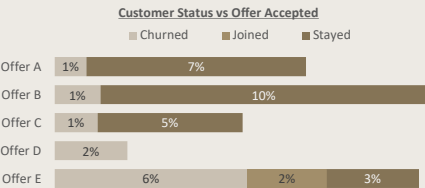
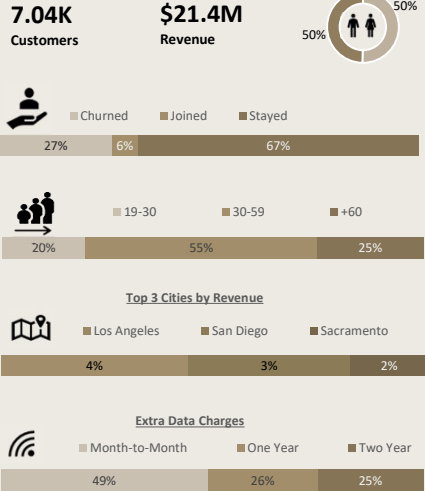
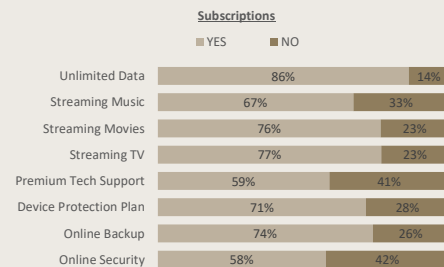
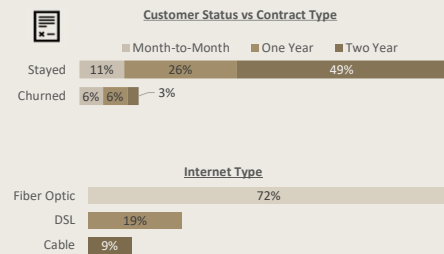
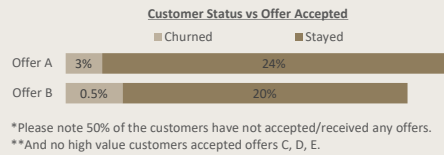
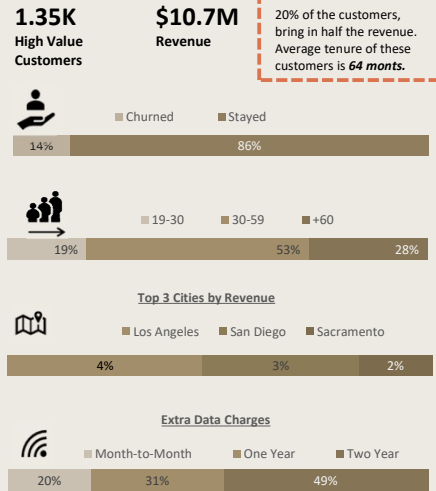




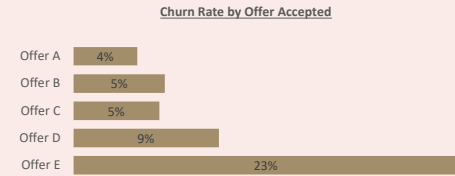
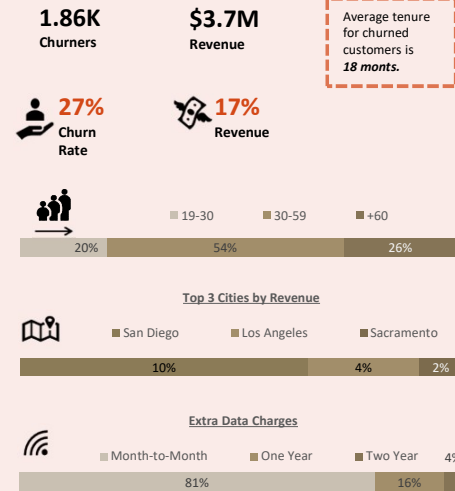
Customer Profile



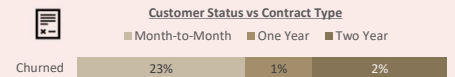
High Value Customers



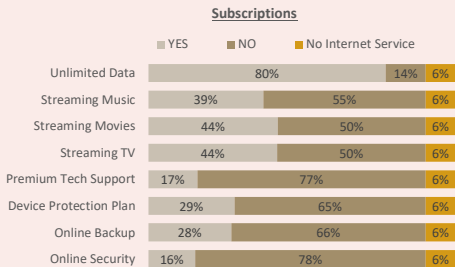
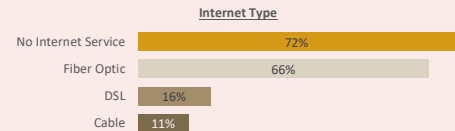
Churner Profile



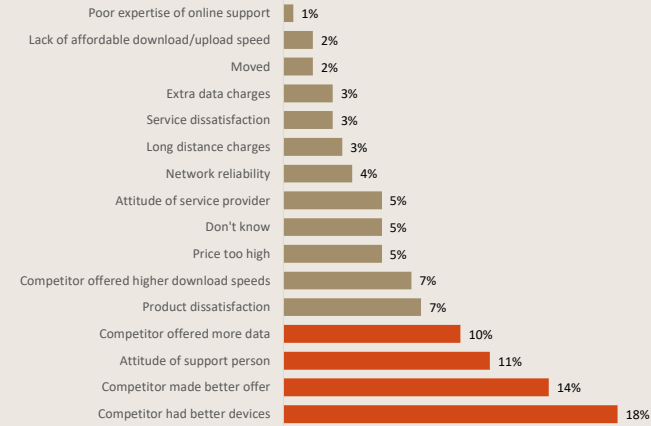
* Please note 56% of the customers have not accepted/received any offers.



*Month to month contract type seems to have the highest churn rate but it is also



High Value Customer Churn Reasons



CHURN REASONS & RECOMMENDATIONS

While top 3 churn reasons for high-value customers are the same as churn reasons overall, it is important to realize that one of the top high-value customer churn reasons is more data.



1. Competitor had better devices

Our devices should be updated to reflect the latest technology available on the market to improve customer retention to competitors.



2. Competitor made better offer

Firstly, investigating what competitors are offering and beating those offers would not only help customer retention but could also attract more customers.

Secondly, Offer E seems to have the highest churn rate while Offer A & B seems to have the highest retention rate. Revising Offer E and advertising Offers A & B could help retention.

Lastly, 50% of the customers have not accepted (or received) an offer. Making sure every customer has been made an offer (especially month to month basis contract) could help retention.



3. Attitude of support person

Improving quality of support services via training could enhance customer experience, and decrease customer service related churns. Focusing on building long-term relationships with customers when they need support is essential.

In addition to that, investigating customer service team satisfaction, paying a competitive salary, making sure workloads are reasonable and providing career advancement opportunities could help keep the top performers and reduce customer support related churns.



4. Competitor offered more data

83% of the high value customers who use unlimited data churned due to competitor offering more data. Investigating competitors' offers on data and adjusting our offers would help customer retention.

In addition to that, considering churned customers that were on a month to month basis contract having the highest extra data charges, re-evaluating the rates could lower the risk of more churns.

HIGH VALUE CUSTOMERS & RETENTION

50% of the revenue is brought by high value customers which conducts 20% of all customers. Average tenure of these customers is 64 months and accepted offers are A and B.

Making long term contracts more appealing could help customer retention.