SWAN CONSULTANCY

Information Deck

by Get Dummies Analytics

ABOUT

Swan Teleco offers diverse telecommunications services, including phone, internet, security, tech support, and streaming entertainment. With flexible contracts and convenient billing options, Swan Teleco prioritizes customer satisfaction and innovation to meet evolving communication needs reliably.

BRIEF

DEMOGRAPHICS OF CHURNERS

Characteristics such as; gender, age, family makeup, what products do they have etc.

DEMOGRAPHICS OF NON CHURNERS

Characteristics like in terms of gender, age, family makeup, what products do they have etc.

REASONS CUSTOMERS CHURN

The underlying reasons for customers leaving or discontinuing their association with Swan Teleco

INCENTIVES TO STAY

Services that can be offered to incentivise customers to stay

SUMMARY

TEAM

Swan Teleco

DEMOGRAPHICS OF CHURNERS

EXAMPLE CHARACTERISTICS OF TYPICAL CHURNERS

- 42.3% of all senior females have churned
- 41.1% of all senior males have churned

- 37.4% of all churners are non-senior *females*
- 37.1% of all churners are non-senior *males*

- 64.2% of all churners has no partner
- 94.3% of all churners has no dependents
- 88.6% of all churners was with a month-to-month contract
- 69.4% of all churners was with fiber optic internet
- 57.3% of all churners paid with electronic check
- 74.9% of all churners used paperless billing
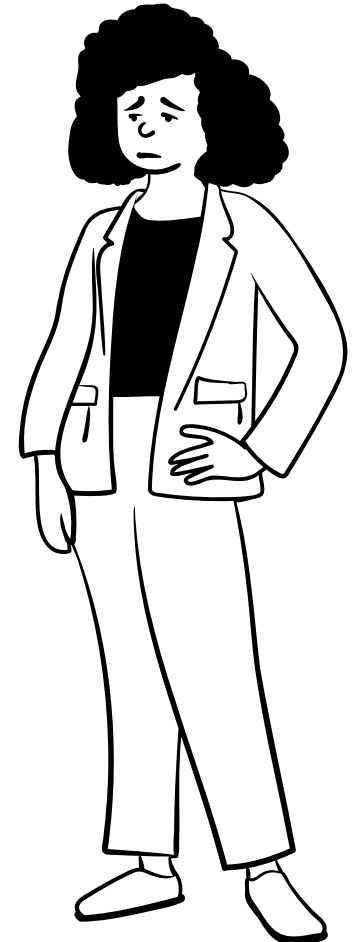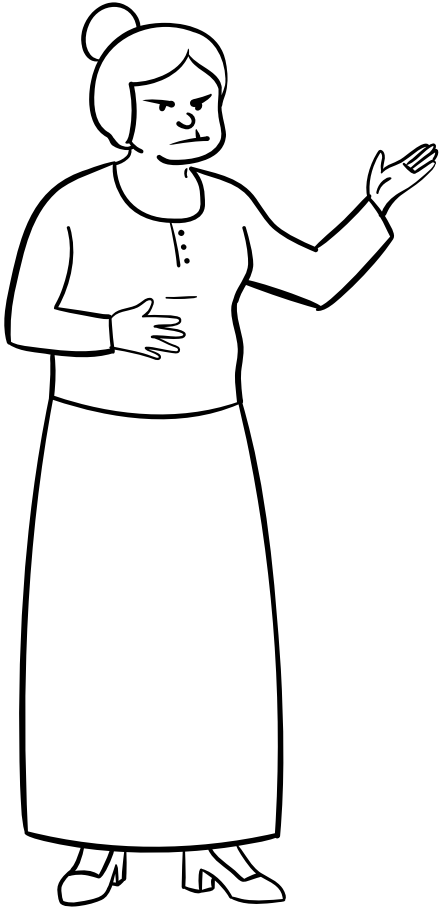
DEMOGRAPHICS OF NON-CHURNERS

EXAMPLE CHARACTERISTICS OF NON-CHURNERS

- 80.3% of customers with a partner stayed
- 93.5% of customers with dependents stayed

- 88.7% of customers on a One-Year Contract stayed
- 97.1% of customers on a Two-Year Contract stayed

- 85.4% of customers with Online Security stayed
- 84.8% of customers with Tech Support stayed

- 92.6% of customers without Internet stayed
- 81.0% of customers with DSL stayed

REASONS CUSTOMERS CHURN

KEY POINTS

- 33.2% of people who left, left due to better competitor offers such as higher download speeds, more data, better devices etc.

- 29.1% of people who left complained about provided support such as support people's attitudes, poor expertise of phone or online support etc.

- 26.3% of people who left, left because of the product quality or product value.

- Remaining 11.4% left for outside reasons.

Reason	Count
Attitude of support person	192
Competitor offered higher download speeds	189
Competitor offered more data	162
Don't know	154
Competitor made better offer	140
Attitude of service provider	135
Competitor had better devices	130
Network reliability	103
Product dissatisfaction	102
Price too high	98
Service dissatisfaction	89
Lack of self-service on Website	88
Extra data charges	57
Moved	53
Long distance charges	44
Limited range of services	44
Lack of affordable download/upload speed	44
Poor expertise of phone support	20
Poor expertise of online support	19
Deceased	6

INCENTIVES FOR STAYING

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FAMILY PLAN

Encourages customers with **Partners** and **Dependents** to sign on. Both factors increase **Customer Retention**.

TECH SUPPORT

29.1% of customers who churn do so due to **Inadequate Support**. 84.8% of customers with **Tech Support** stayed.

ONLINE SECURITY

85.4% of customers with **Online Security** stayed. Could offer as a **Perk** of a **Two-Year Contract**.

SUMMARY

Swan Consultancy requested us to analyse and help with decision making regarding customer retention.

Out of 7043 customers, 1869 of those churned.

We discovered that customers most likely to churn had no dependents nor partners. They also had Month-to-Month Contracts.

The customers likely to remain had both dependents and partners. They also had longer contracts, as well as Tech Support and Online Security.

We suggest a Family Plan, as well as promoting Tech Support and Online Services to current and future customers.

Swan Teleco

THANK YOU

- Get Dummies Analytics
  by Digital Futures
- www.digitalfutures.com

MEET THE TEAM

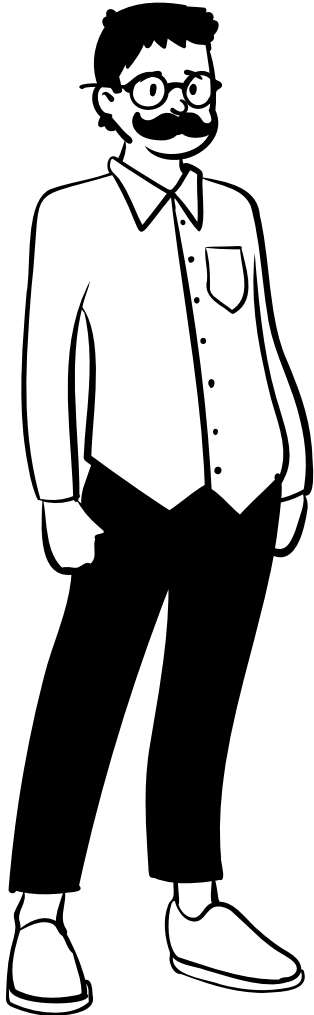**Dewi Rhys Chappel**

Data Analyst

Elif Varli

Data Analyst

Sarah Jennings

Data Analyst

QUESTIONABLE DEMOGRAPHICS ☺

EXAMPLE CHARACTERISTICS OF QUESTIONABLE CUSTOMERS

- Male
- Not a Senior Citizen
- No Partner
- No Dependents
- One Month Phone Contract
- No Internet
- Pays by Mailed Check
- Blurs their house on Streetview

Google Maps (2023) 34.0662093, -118.4355566