

Customer Retention

FAJAR WIMAR RAMADHAN

Outline

1. Why importance?
2. Method
3. Impact

Why importance?

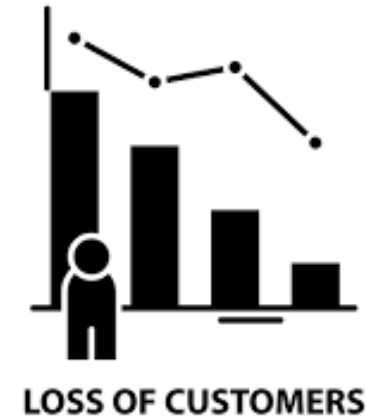
Problem : There are customers who have the **potential to discontinue** for many reasons.

Objective : Determine **potentially discontinued customers** and their **reasons**.

Solution : Make **customer scoring mechanism** from customer profiles and information that occurred before the customer did not continue to find **potential discontinued customer**.



Retain customer profitability.



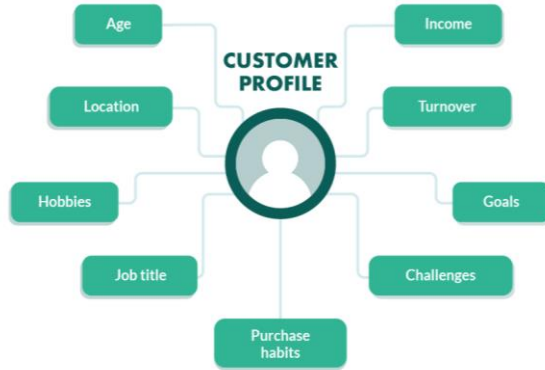
Design the offering strategies to prevent discontinued customers

Method



Method Detailed : Discuss Business Needs with Stakeholder and Data Collection

- Gather business needs and reasons that usually occur when a customer discontinues, and also discuss the related data.



Customer Profile



Service History



Sales Transaction History



Competitor Data



Geographics / Branch



Price & Promotion History

Method Detailed : Modeling, and Scoring, and Generate the Reason

All Related Data from Business Needs

Customer Profile

Service History

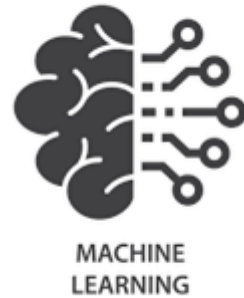
Sales Transaction History

Price & Promotion History

Competitor Data

Geographics / Branch

Modeling & Evaluation



Customer Retention Probability



Analyze with LIME / SHAP model to generate the reason



The reason why the customer has the potential to discontinue.

- Service problem?
- Pricing problem?
- Competitor?
- Other reason

Impact (ROI)

- Detect which customers have the potential to discontinue.
- Stakeholders can focus on making strategies for potential discontinue customers.
- Minimize potential lost revenue with at least 75% accuracy or more