

SNAPSHOT

7032

Customers

26.58%

Churn Rate

2.86M

Revenue Lost to Churn

35

Customers Saved

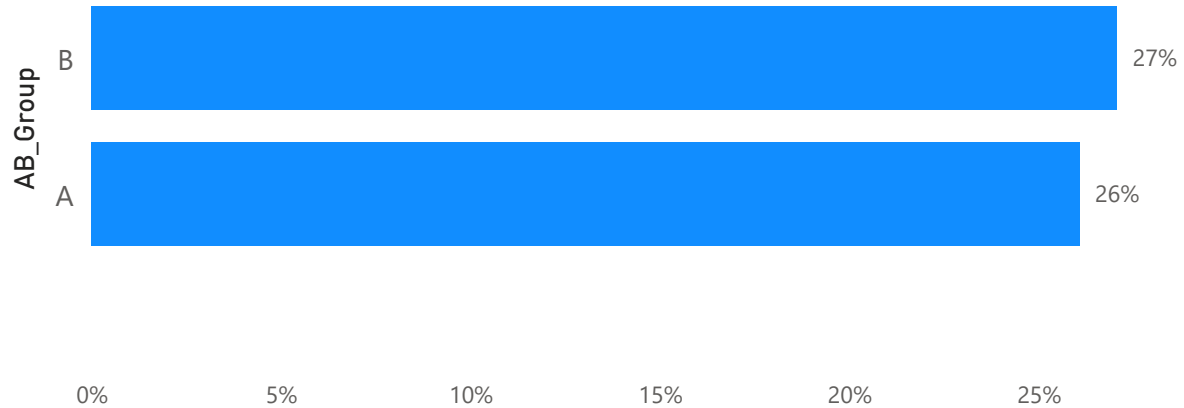
3.67%

Offer Campaign Effectiveness

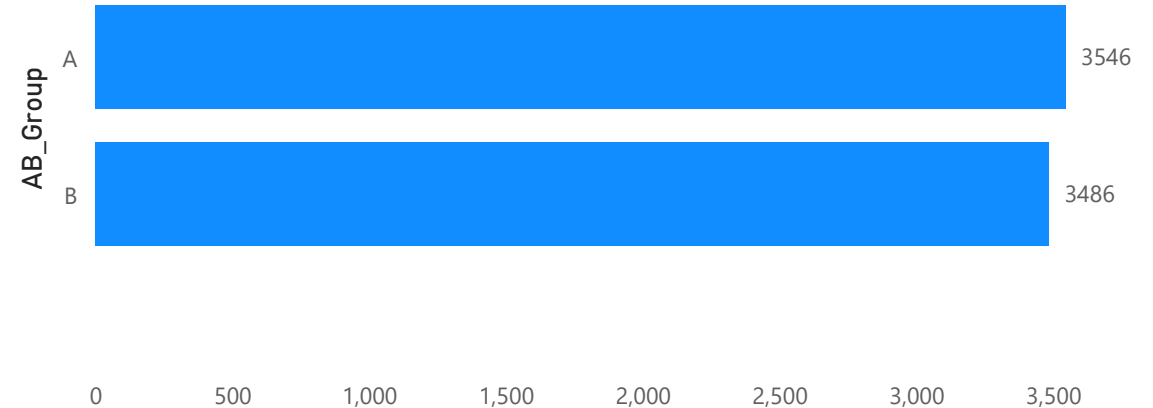
0.08M

Revenue Saved

Churn Rate by Group



Total Customers



Persona

New joiners with high bills, unsure of service value, may churn quickly.

58.95

Avg Tenure

Retention_Messages

Subject: Welcome to [Telecom Company], [Newcomer]! Unlock Exclusive Savings Inside 🌟

Dear [Newcomer],

We understand that navigating a new telecom service can be overwhelming, especially when faced with high bills and uncertainty about the value you're receiving. At [Telecom Company], we are committed to providing you with exceptional service and ensuring that you receive the best value for your money.

We have identified the top concerns that might be causing you to rethink your decision, and we want to address them head-on. As a newcomer value skeptic, we know that the month-to-month contract flexibility, low tenure, and high monthly charges may

1775

Customers

11

Customers Saved

Offer_Message

Baseline offer message

Subject: Welcome to [Telecom Company], [Newcomer]! Unlock Exclusive Savings Inside 🌟

Dear [Newcomer],

We understand that navigating a new telecom service can be overwhelming, especially when faced with high bills and uncertainty about the value you're receiving. At [Telecom Company], we are committed to providing you with exceptional service and ensuring that you receive the best value for your money.

We have identified the top concerns that might be causing you to rethink your decision, and we want to address them head-on. As a newcomer value skeptic, we know that the month-to-month contract flexibility, low tenure, and high monthly charges may be key drivers

8.79%

Churn Rate

13.17%

Offer Campaign Effectiveness

845.67K

Revenue Lost to Churn

59.29K

Revenue Saved

customerID	Contract	OnlineBackup	OnlineSecurity	MultipleLines	InternetS
0013-SMEOE	Two year	Yes	Yes	No	Fiber opt
0014-BMAQU	Two year	No	Yes	Yes	Fiber opt
0016-QLJIS	Two year	Yes	Yes	Yes	DSL
0017-DINOC	Two year	No	Yes	No phone service	DSL
0017-IUDMW	Two year	Yes	Yes	Yes	Fiber opt
0019-EFAEP	Two year	Yes	Yes	Yes	Fiber opt
0019-GFNTW	Two year	Yes	Yes	No phone service	DSL
0020-INWCK	Two year	Yes	No	Yes	Fiber opt
0020-JDNXP	One year	No	Yes	No phone service	DSL
0036-IHMOT	One year	Yes	No	No	Fiber opt
0052-DCKON	One year	Yes	Yes	Yes	Fiber opt
0060-FUALY	Month-to-month	Yes	Yes	Yes	Fiber opt
0078-XZMHT	Two year	Yes	No	Yes	DSL
0083-PIVIK	One year	Yes	Yes	Yes	DSL

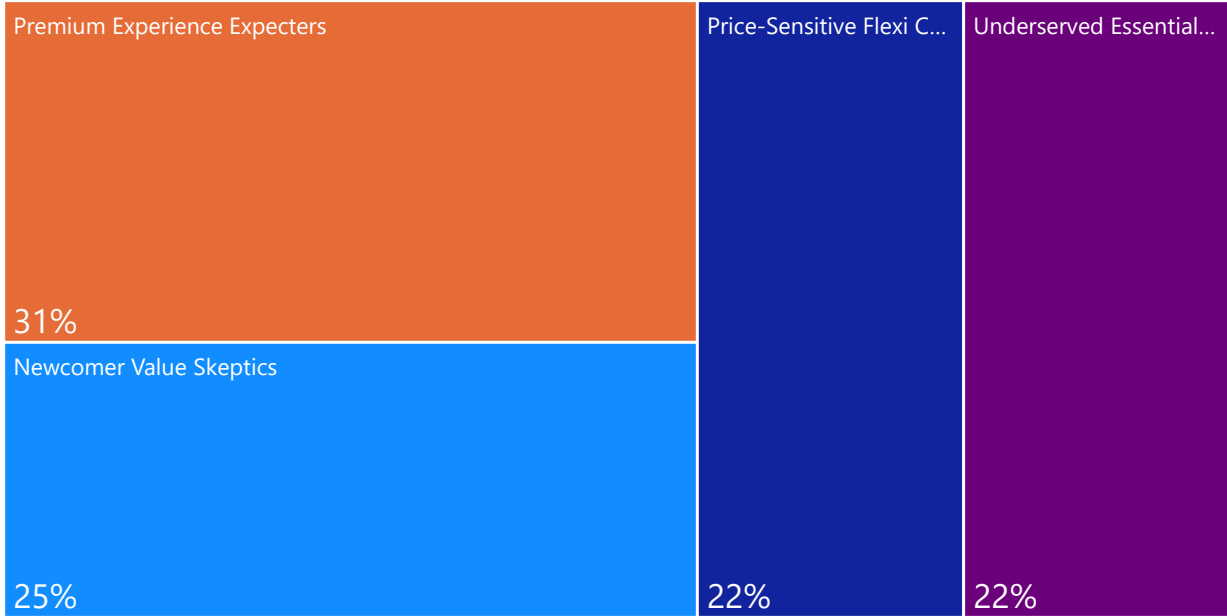
Newcomer Value Skeptics

Premium Experience Expecters

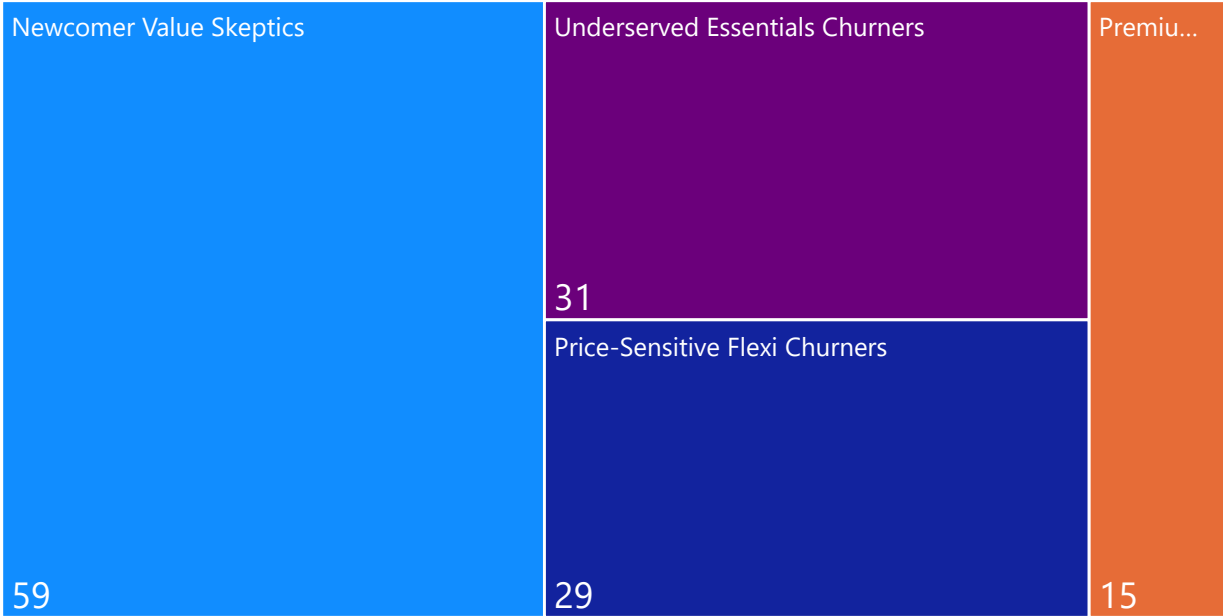
Price-Sensitive Flexi Churners

Underserved Essentials Churners

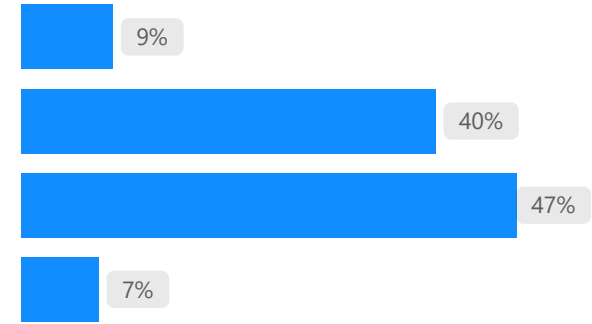
Customer Distribution



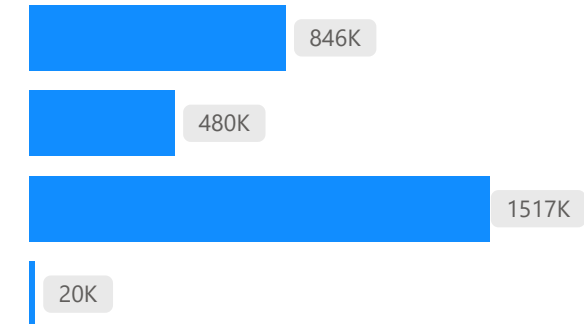
Average Monthly Tenure



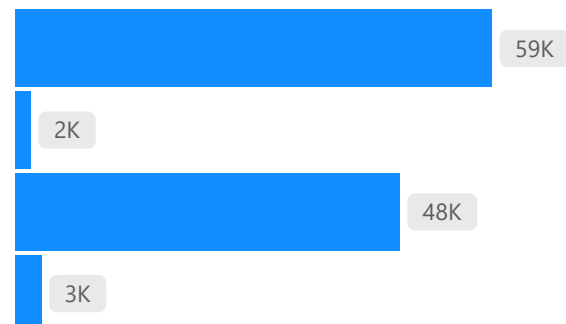
Churn Rate



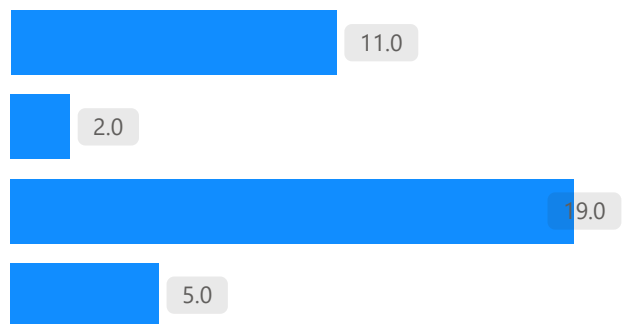
Revenue Lost to Churn



Revenue Saved



Customers Saved



0% 20% 40% 0M 1M 0K 50K 0 5 10 15 20