PwC Switzerland Power BI Job Simulation on Forage - February 2024

Subject: Recommendations for Churn Rate Reduction

Dear [Engagement Partner's Name],

I hope this email finds you well. Following our recent analysis of the churn rate, I wanted to share some key findings and suggestions to enhance our customer retention strategy.

Target Senior Citizen Segment:

Propose offering personalized assistance and discounts to senior citizens for increased retention.

Engage Single Customers:

Recommend creating exclusive loyalty programs for singles to strengthen their connection with our service.

Incentivize Longer Contracts:

Suggest providing additional benefits for customers opting for contracts longer than one year to encourage loyalty.

Enhance Fiber Optic Internet Experience:

Advocate for investing in improving our fiber optic infrastructure to provide faster, more reliable internet service.

Proactive Customer Support for Admin Tickets:

Highlight the importance of prioritizing and promptly resolving admin tickets for proactive customer care.

Tailored Retention Offers:

Recommend implementing personalized retention offers based on individual customer needs and preferences.

Payment Method:

Address any issues related to the electronic check payment process and encourage credit card usage with incentives.

I believe these adjustments can significantly contribute to our churn rate reduction efforts. I am available for a discussion at your earliest convenience.

Thank you for your attention to this matter.

Best regards,

[Your Full Name]

[Your Position]

[Your Contact Information]