

TMN TELECOM CUSTOMER CHURN REPORT

Total Customers

6687

Unique Customers

6687

Churned Customers

1796

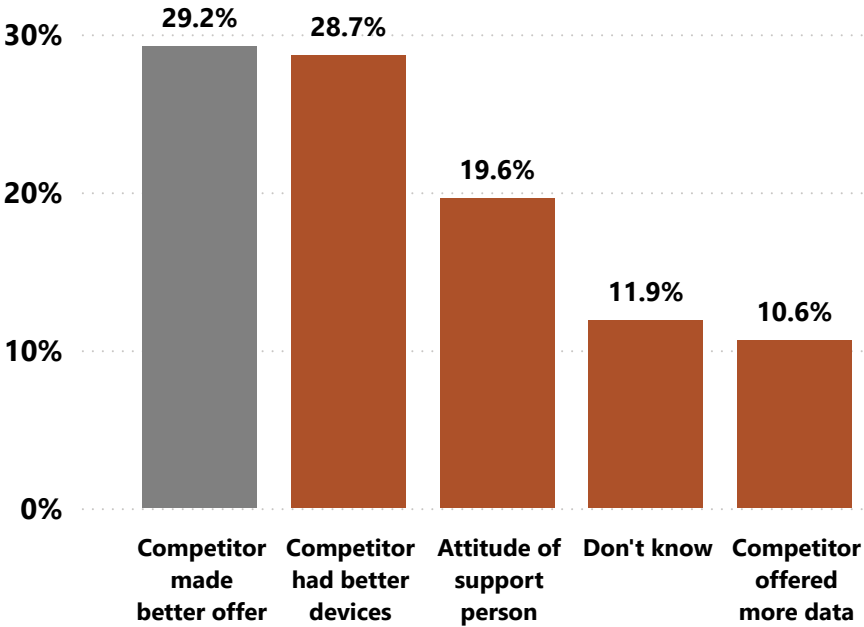
Total Churn Rate

26.9%

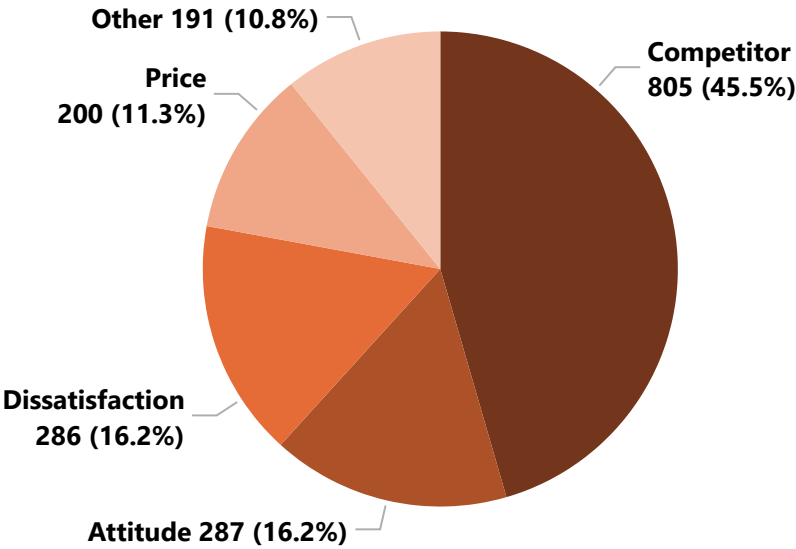
Gender

Multiple selections

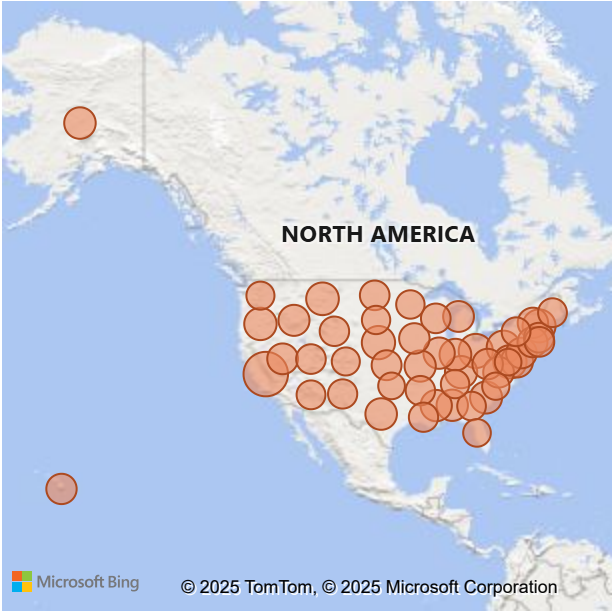
Top 5 Reasons for Churn



Distribution of Churn Category



Geographic Analysis of Churned Rate



Microsoft Bing

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TMN TELECOM CUSTOMER CHURN: DEMOGRAPHIC ANALYSIS

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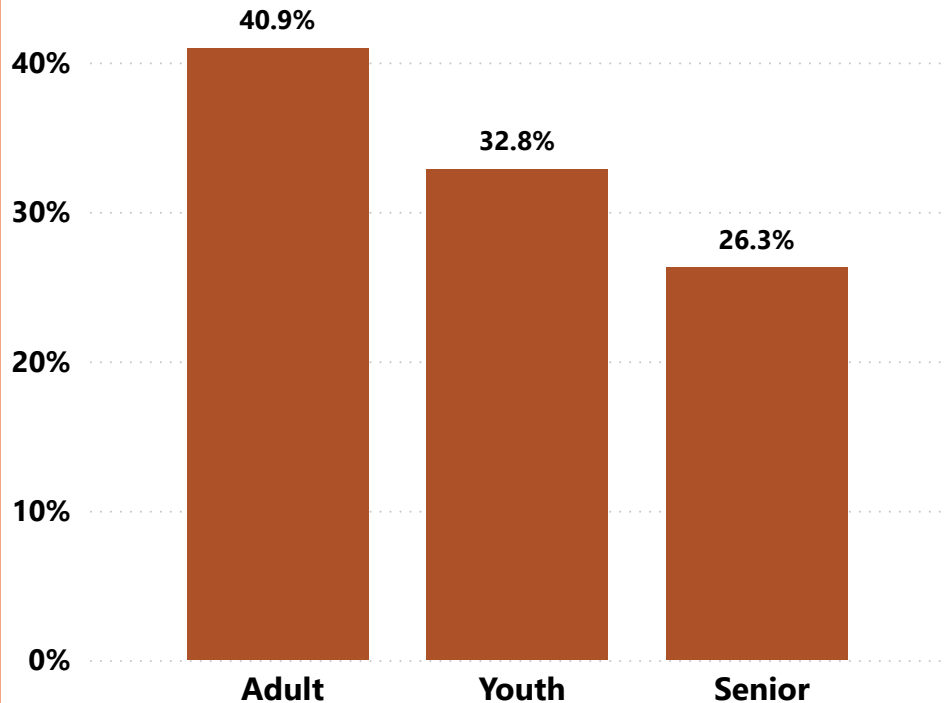
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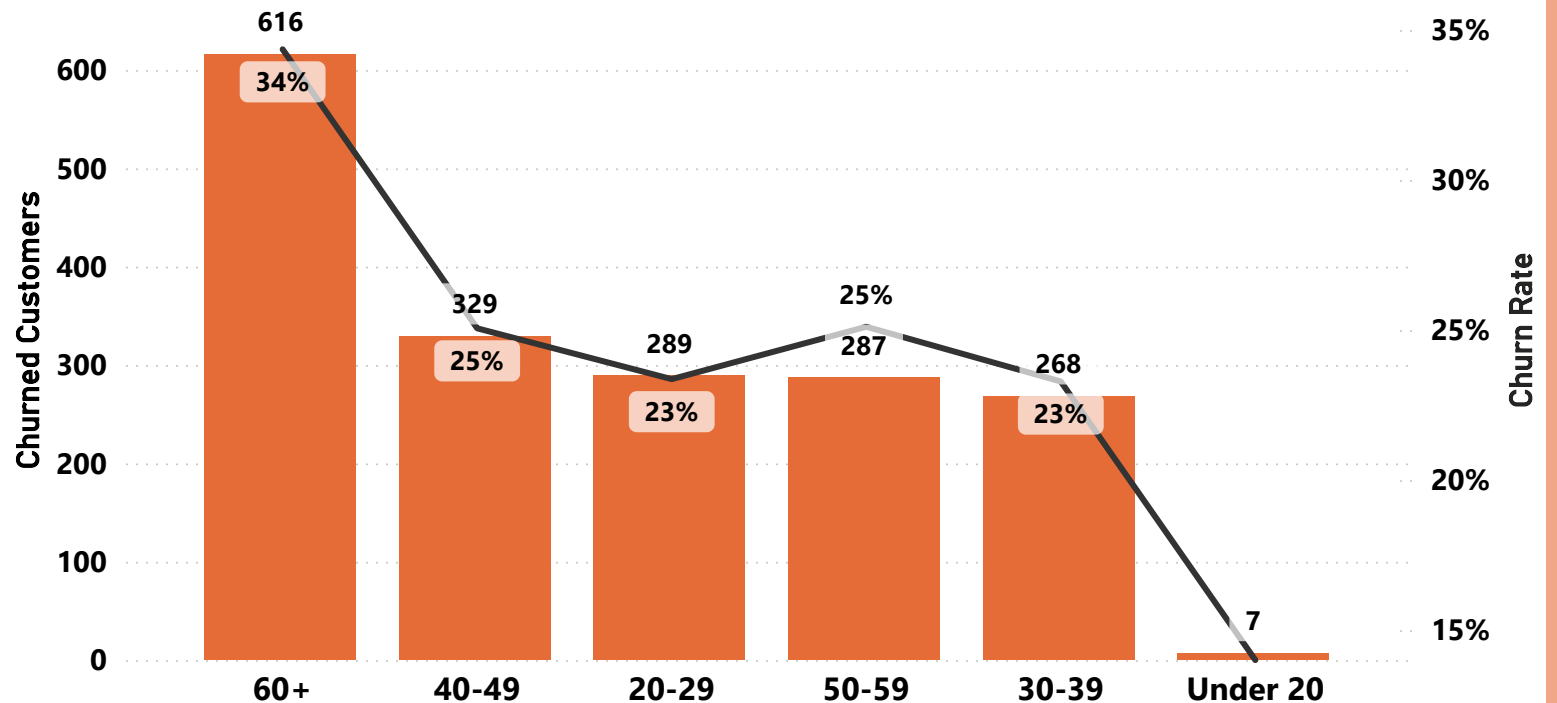
Gender

Multiple selections

Churned Demographics



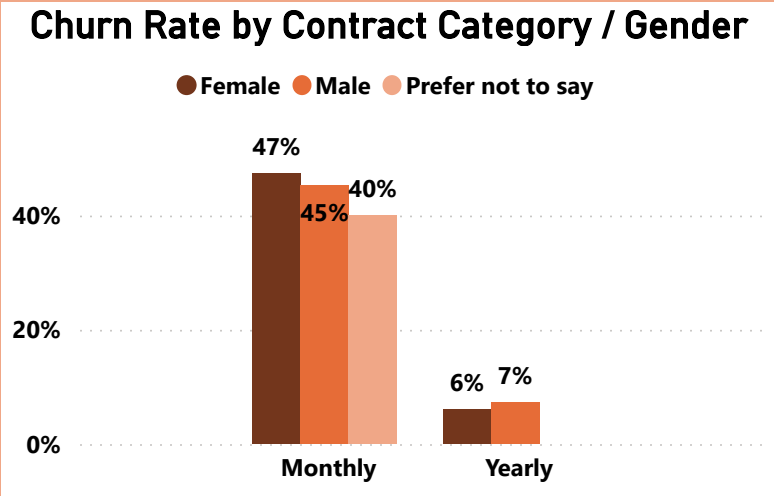
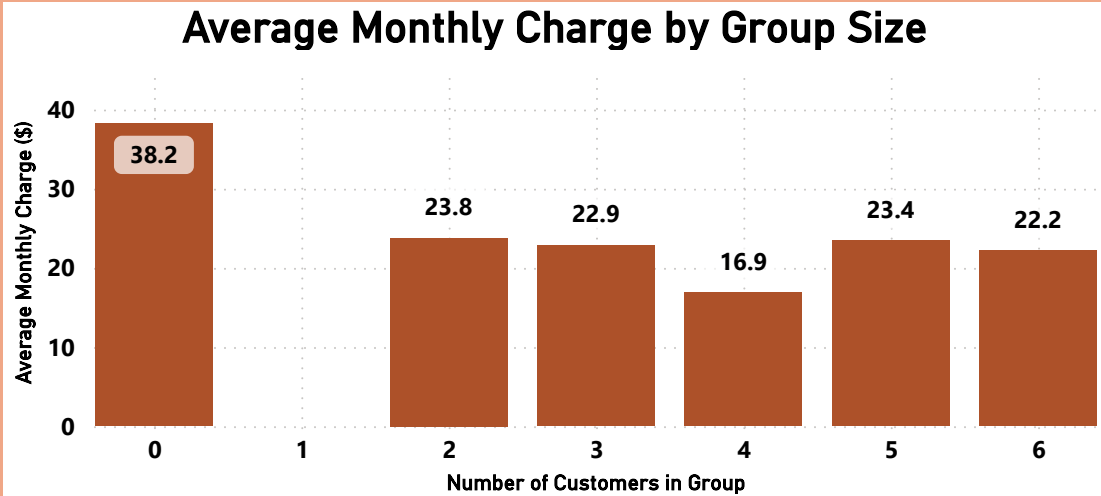
Number of Customers / Churn Rate by Age Bin



TMN TELECOM CUSTOMER CHURN: CONTRACTS & CONSUMPTION ANALYSIS

23.6%
Monthly Churn Rate

3.2%
Yearly Churn Rate

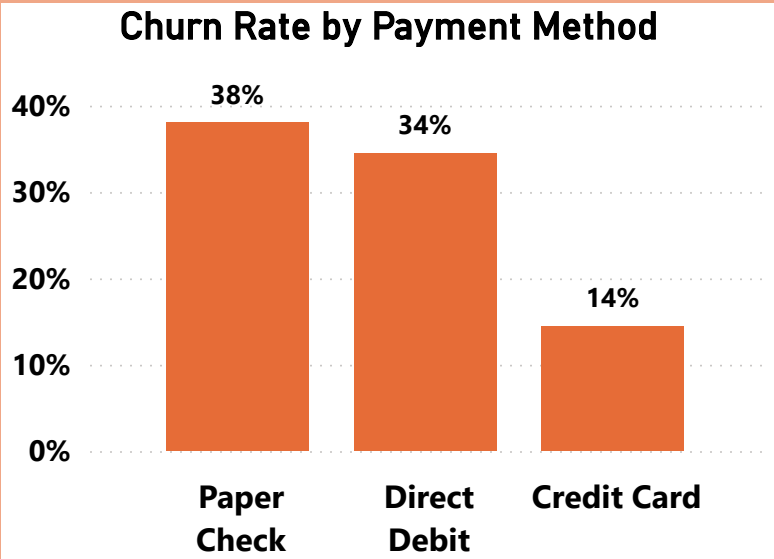
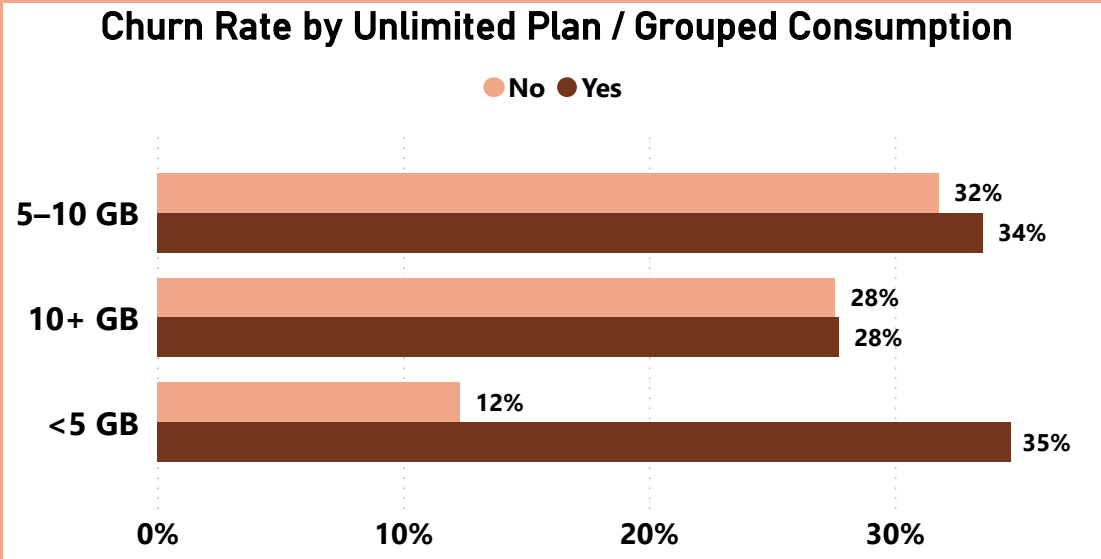


Gender

Multiple selections

Churn Rate by Data Plan

Unlimited Data Plan	Churn Rate
Yes	32.1%
No	16.1%
Total	26.9%



Churn Rate for International Plan / International Active

Intl Plan	No	Yes
no	20.0%	40.3%
yes	71.2%	7.6%

INSIGHTS

1. The overall customer churn rate for TNM stands at **26.9%**. The top reasons customers cited for leaving include better offers from competitors (29.2%), access to better devices through competitors (28.7%), and dissatisfaction with customer support attitude (19.6%).
2. Geographically, the highest churn rates were observed in **California** (63.2%), **Ohio** (34.8%), and **Pennsylvania** (33.3%). In contrast, the lowest churn rates were seen in the **District of Columbia** (19.4%), **Oklahoma** (19.5%), and **North Carolina** (20.6%).
3. Churn rates varied notably across age groups, with the highest rate among customers aged **60 and above** at **34%**, followed by those aged **40 to 49** at **25%**, and those aged **20 to 29** at **23%**. Hence, the 60+ age group is a high-risk group for churning.
4. When analyzed by gender, the churn rate for **female** customers was slightly higher at **27.2%**, compared to **26.5%** for **male** customers.
5. Contract type had a significant impact on churn, with **monthly contract** users exhibiting a churn rate of **46%**, while **yearly contract** users had a much lower churn rate of **7%**.
6. Finally, data plan type also influenced churn behavior. Users with **unlimited data plans** had a churn rate of **32.1%**, compared to **16.1%** for those on **capped data plans**.

RECOMMENDATIONS

1. Strengthen Competitive Positioning

- Revise pricing and promotional offers to match or exceed competitors, especially in regions with high churn like California.
- Introduce loyalty rewards or exclusive upgrades for long-term customers to reduce churn driven by competitor offerings (29.2%).

2. Upgrade Device Options and Financing

- Expand the range of high-demand devices with flexible financing or upgrade programs to address the churn due to device-related dissatisfaction.
- Promote device trade-in programs or bundling options to add perceived value.

3. Improve Customer Support Quality

- Invest in customer service training to enhance support staff attitude and responsiveness, addressing the 19.6% churn tied to poor service interactions.
- Implement feedback loops and satisfaction surveys to monitor support quality in real-time.

4. Targeted Retention Campaigns by Geography

- Focus retention efforts in high-churn states such as CA, OH, and PA with customized offers, localized marketing, and community engagement.
- Leverage success strategies from low-churn states (e.g., North Carolina and Oklahoma) and replicate effective practices.

5. Age-Specific Retention Strategies

- For the 60+ segment (34% churn), emphasize simplicity, reliability, and dedicated customer support (e.g., senior-friendly plans, in-store help).
- Engage younger age groups (20–29 and 40–49) with flexible, digital-first plans and lifestyle benefits aligned with their needs.

6. Contract Structure Optimization

- Encourage conversion from monthly to yearly contracts through incentives such as discounted rates, bundled services, or bonus data.
- Test hybrid plans (e.g., 6-month options) for customers hesitant to commit to long-term contracts.

7. Data Plan Strategy Refinement

- For unlimited plan users (32.1% churn), explore adding value-added services like streaming partnerships or faster throttled speeds post-cap.
- Offer affordable, customizable data plans for capped users to minimize dissatisfaction and up-sell opportunities.