Insights Report

Based on our analysis of customer churn data, we found that the main reasons for customer churn are:

- People with short duration of contracts tends to churn more this is because of poor service provided by telecom company. On further analysis we have found that customers with no online security and tech support are more likely to leave the services of telecom company.
- Younger generation is more likely to churn or we can say that they are the highest in number of churners. There could be many reasons like, poor internet services, security or network connection or even the plans offered by company are not so lucrative to retain the younger generation customers.
- Electronic Check payment method have the highest number of churners there could many reasons to explain this. Electronic checks methods are slower and people tends to prefer faster payment like credit cards Tap n Pay facility.

To address these issues:-

- Improving customer services by providing more support channels and better training for customer services representatives.
- Offering lucrative discounts and promotional offers to retain the younger generation customer.
- Investing in new and innovative plans to not only retain old customers but also gain the new and by this way you can stay on top in the market.
- Improving payment services by introducing new and faster payment methods.