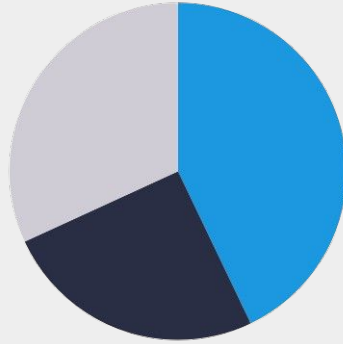


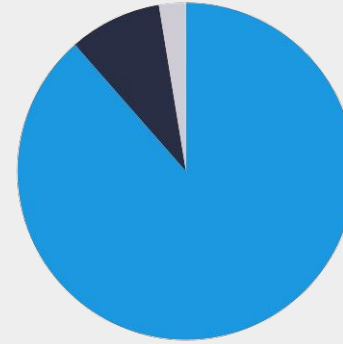
Swan Teleco Customer Churn Info Deck



Non Churners



Churners



Contract
■ Month-to-month
■ One year
■ Two year

Demographics most likely to churn

- Balanced spread between genders
- More likely to have no partners or dependents
- Young individuals with no families or dependents
- Likely to churn within 0-5 months
- Most likely to be on a month-to-month contract

pure class.

Top Factors Influencing Customer Churn



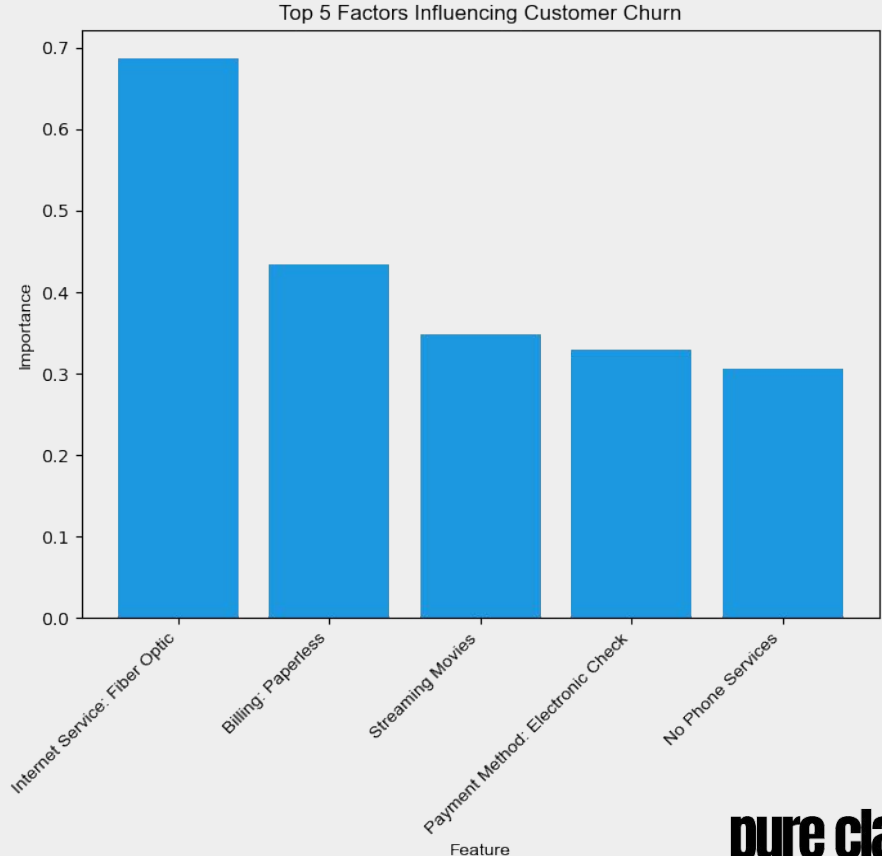
Top Factors Influencing Customer Churn

Analysis showed that customers who churn:

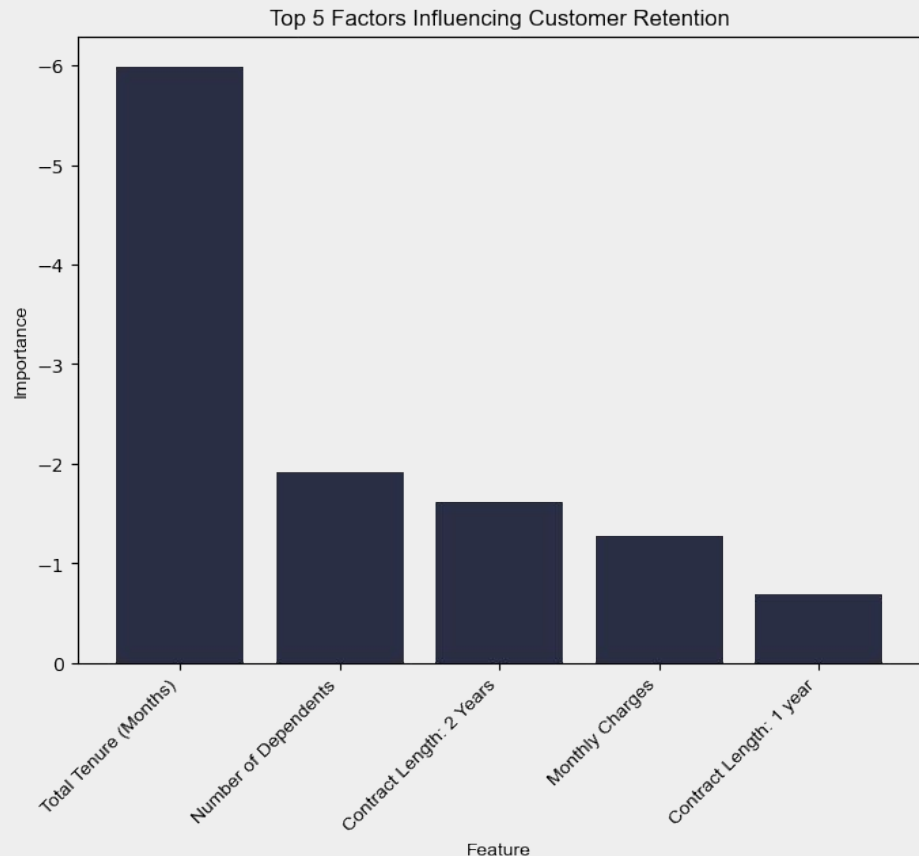
- Had fibre optic internet.
- Used paperless billing.
- Had movies streaming contracts.
- Payment method was electronic check.
- Had no phone services.
- Tend not to have purchased online backup or security.
- Mostly reflected the lack of tech support.

Recommendations:

- Ensure customers are signed up to more than one service.
- Improve fibre optic network.
- Improve tech support channels.



Top Factors Influencing Customer Retention



Our modelling discovered the most important factors influencing customer retention are:

- Total Tenure
- Number of Dependents
- Contract Length
- Monthly charges

Retention Recommendations:

- Signing customers on longer contracts, 2 years was the best initial approach, then 1 year thereafter. **We feel this would be the best factor to incentivise for new sign ups.**
- Offer lower monthly payments for longer contracts
- Further targeting / discounts / promotional offers of families and people with children
- Building a more robust tech support channels for all our customers.
- More training for support staff to improve communications and attitudes.
- Developing more Senior citizen friendly sign up experience as they are most most loyal customers.