To Churn or Not to Churn
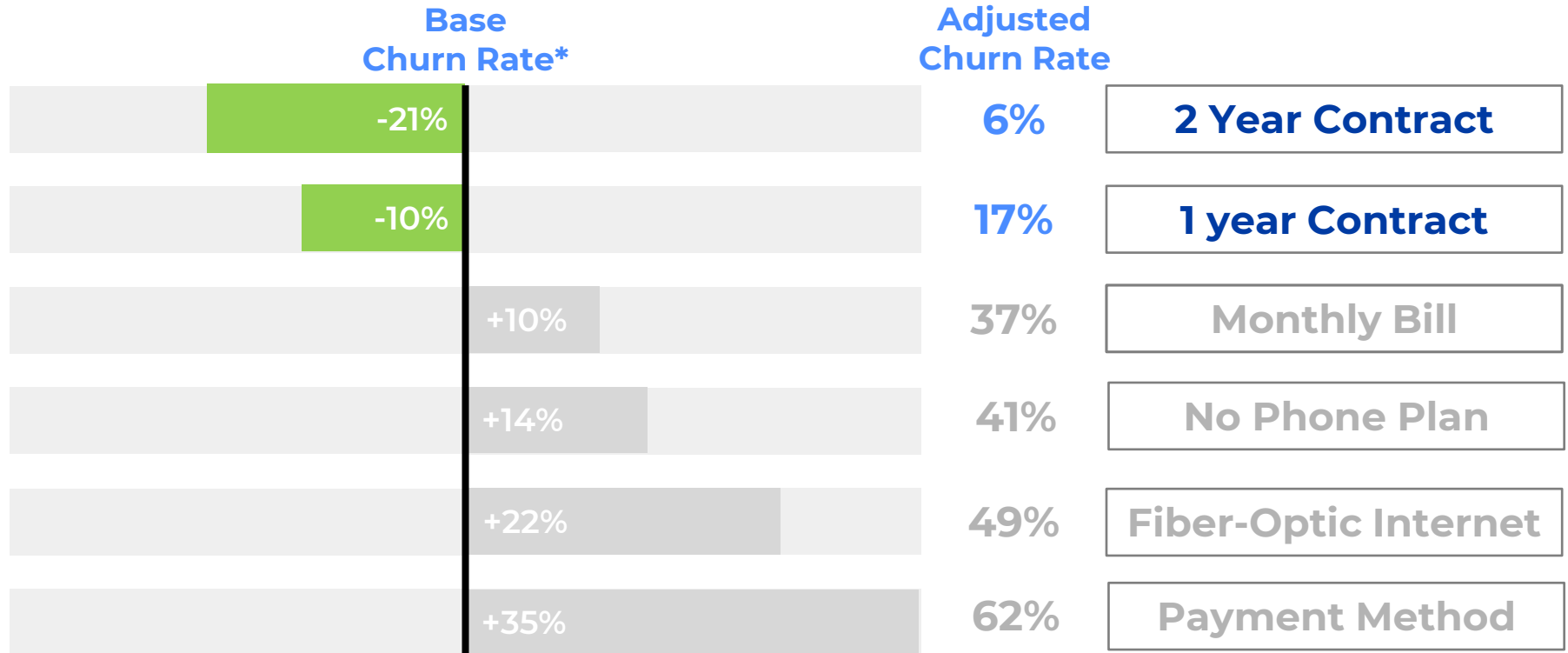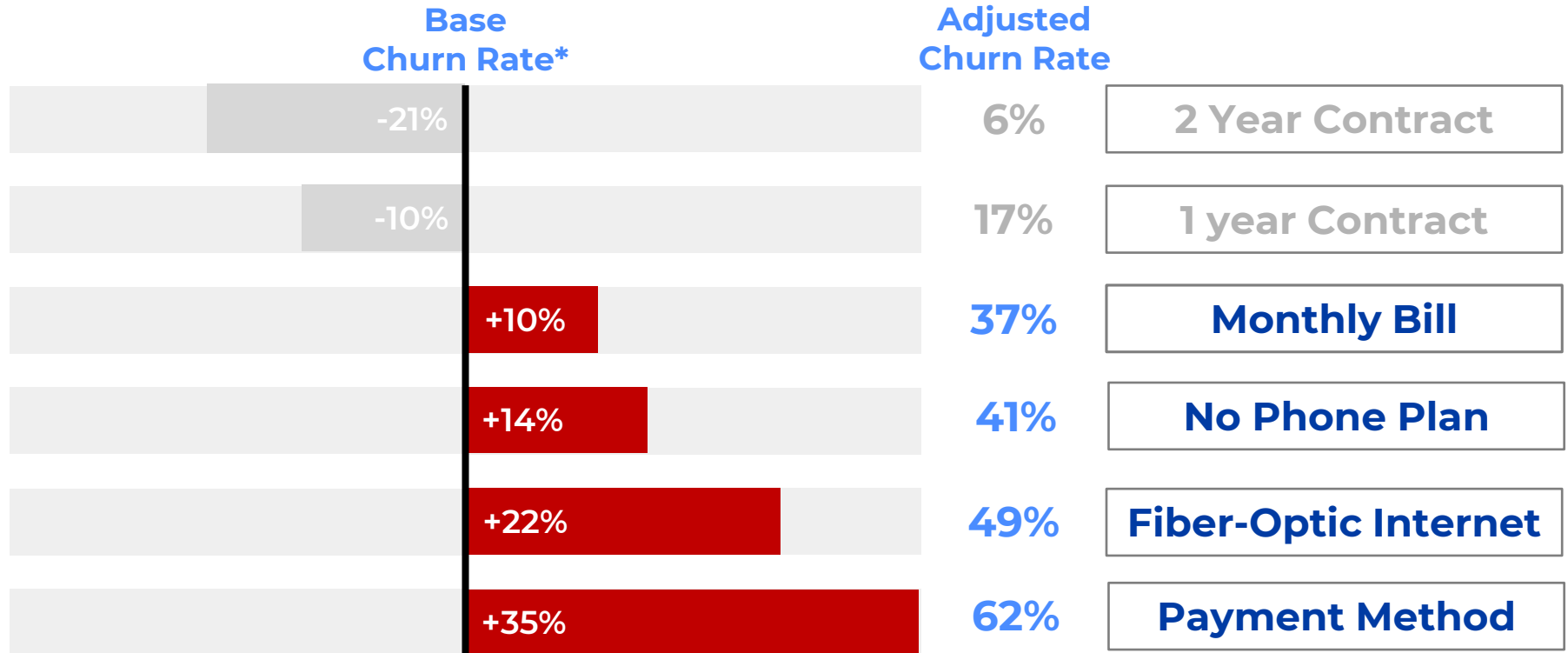
Data driven analysis and strategies to retain high-value custumers

Long Term Contracts Reduce Churn

Base Churn Rate*

Adjusted Churn Rate

	Base Churn Rate	Adjusted Churn Rate	
	-21%	6%	2 Year Contract
	-10%	17%	1 year Contract
	+10%	37%	Monthly Bill
	+14%	41%	No Phone Plan
	+22%	49%	Fiber-Optic Internet
	+35%	62%	Payment Method

*Base Churn Rate is 27%

Payment and Internet Drive Churn

Base Churn Rate*		Adjusted Churn Rate	
-21%		6%	2 Year Contract
-10%		17%	1 year Contract
+10%		37%	Monthly Bill
+14%		41%	No Phone Plan
+22%		49%	Fiber-Optic Internet
+35%		62%	Payment Method

*Base Churn Rate is 27%

Churn Drivers Dominate Complaints

62% of Complaining Customers Churn

Streaming & Buffering
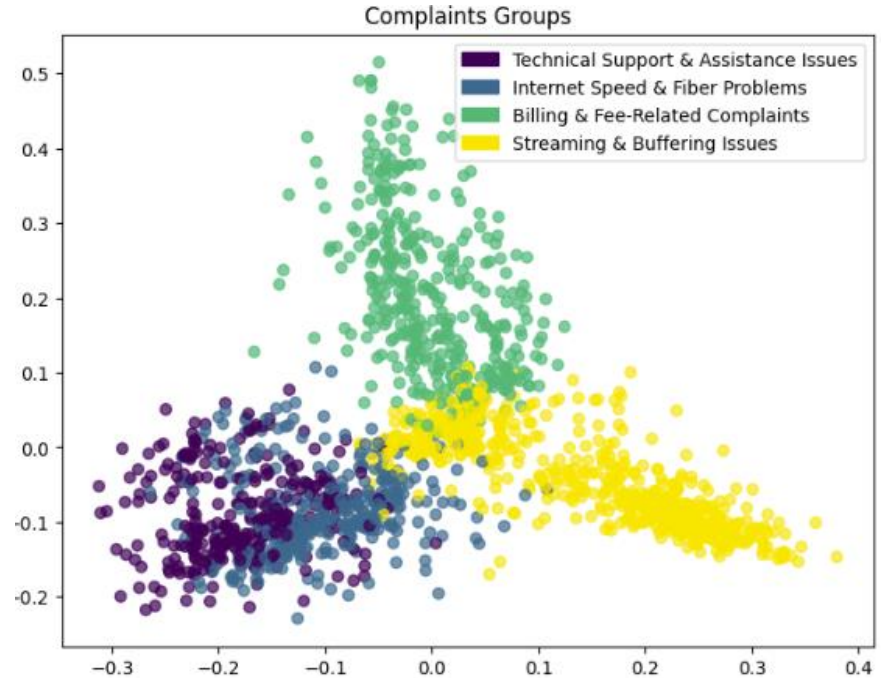37% Cluster Share

Billing Method & Fees
24% Cluster Share

Internet Speed & Fiber
20% Cluster Share

Technical Support
19% Cluster Share

Complaints Groups

Legend:
- Technical Support & Assistance Issues
- Internet Speed & Fiber Problems
- Billing & Fee-Related Complaints
- Streaming & Buffering Issues

Churner are a € 560 k opportunity

Key Stats

+ 21
Additional Months

+ € 14
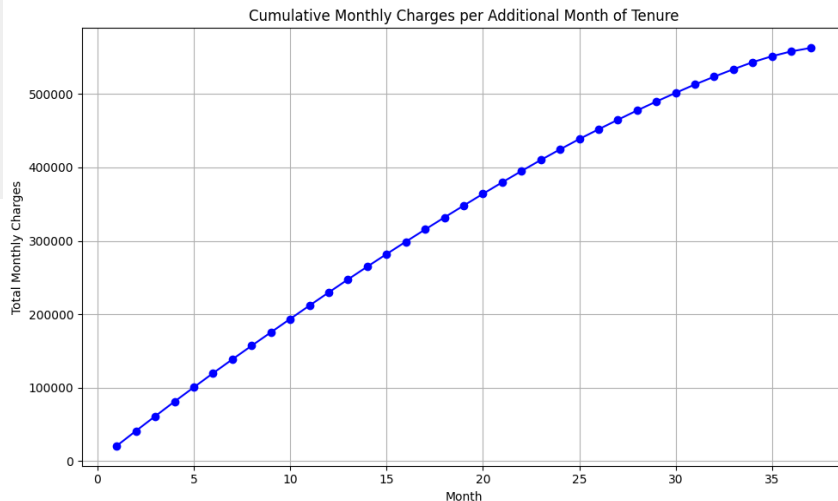Of Monthly Charges

84%
Churn Prediction Accuracy

€ 560,000
Potential Additional Revenues

1st Year Revenues
€ 230,000 (41%)

50 % Conversion
€ 280,000

Cumulative Monthly Charges per Additional Month of Tenure

Final Suggestions

Contract

Long-Term Contracts
- Sign-Up Bonuses
- Discounts

Internet

Unreliable Internet:
- Prioritize Complaints
- Technical Concerns

Loyalty Program

Create Loyalty Program:
- Tenure-Based Tiers
- Offer Bundles
- Earn Free Months
- Earn External Rewards
- Referral Program

Charges

- Additional Pricing Packages
- Renewal offers

Payment

- Prioritize Digital Payments

Thank You!

Questions are welcome