

Swan Teleco Churn Insights

What does a typical 'Churner' look like? What factors are influencing them to leave the company?



Churner Demographic

- 50-50 in terms of Gender.
- 26% Senior Citizens, 60 years or above.
- 64% do not have a partner.
- 94% have dependents.
- The city with the most customers is L.A.

Most Influential Factors on Churning

1. **Contract** - 85% of churned have a Month-to-Month contract.
2. **Tenure Months** - 40% have Tenure Months below 5.
3. **Dependents** - Having dependents increases churn risk.
4. **Monthly Charges** - 36% have monthly charge of between \$80-100.

Why are they Churning?

- **Month-to-Month contract length** is the most influential factor.
- **Shorter Tenure Months**, so no incentive to stay?
- **Higher monthly charges** means more risk of churning.
- Customers need more of a reason to stay with the company long-term.

Recommended Incentives

- Discounts for Customers who sign up on **1-2 year contracts**.
- Loyalty scheme, incentives for long standing customers.
- Team members given \$2.50 for every **2 year contract** secured.
- Family Plan discount, to improve retention of those with dependents.