

Recommendation: What would it take to get the customer to stay?

"Key drivers for subscriber loyalty:

1. Actively offering a cheaper plan through email, SMS noti or call to customers who registered national and international calls but inactively made international calls before the payment due date so that they can consider to extend their membership contract.

2. Improving quality of products and services

3. Improving customer service quality

4. Length of contract period

5. Promoting marketing programmes and campaigns to compete with competitors"

- As churn is an alarming problems of our company, more research should be conducted to further investigate churn signals, in order to early detect churners and have immediate actions before they actually churn.

- Take competitors analysis to define our pricing model and package, as well as product --> R&D improvement (improve old features, create old features, etc) --> define an unique selling point that could not be replaced by other suppliers.

- Re-evaluate customer support framework and team --> Build a set of criteria for supporting and find out why old customers dissatisfied with our CS service.

- Build a support team that focus on reconvert churn users