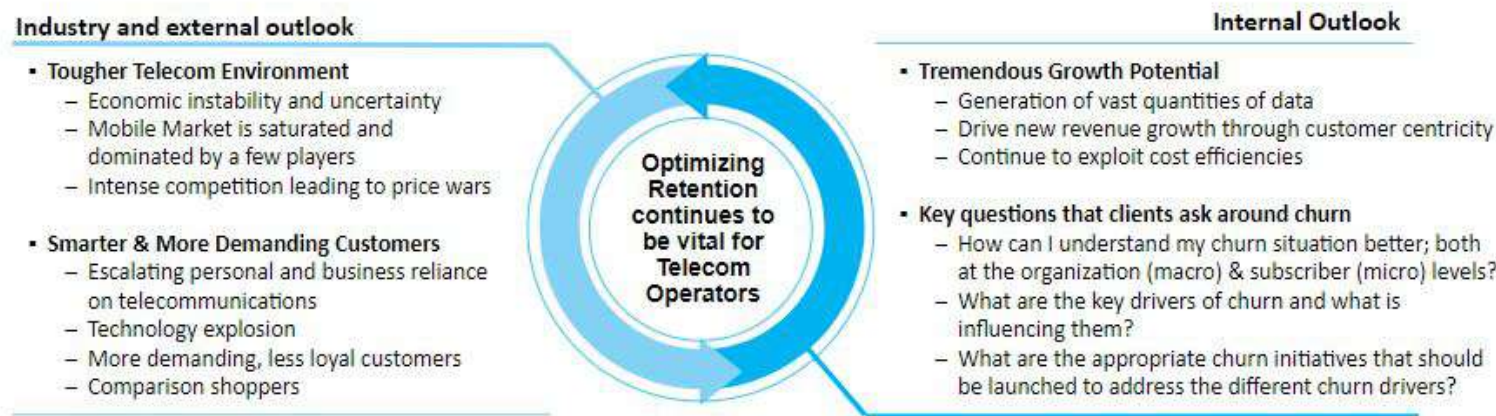
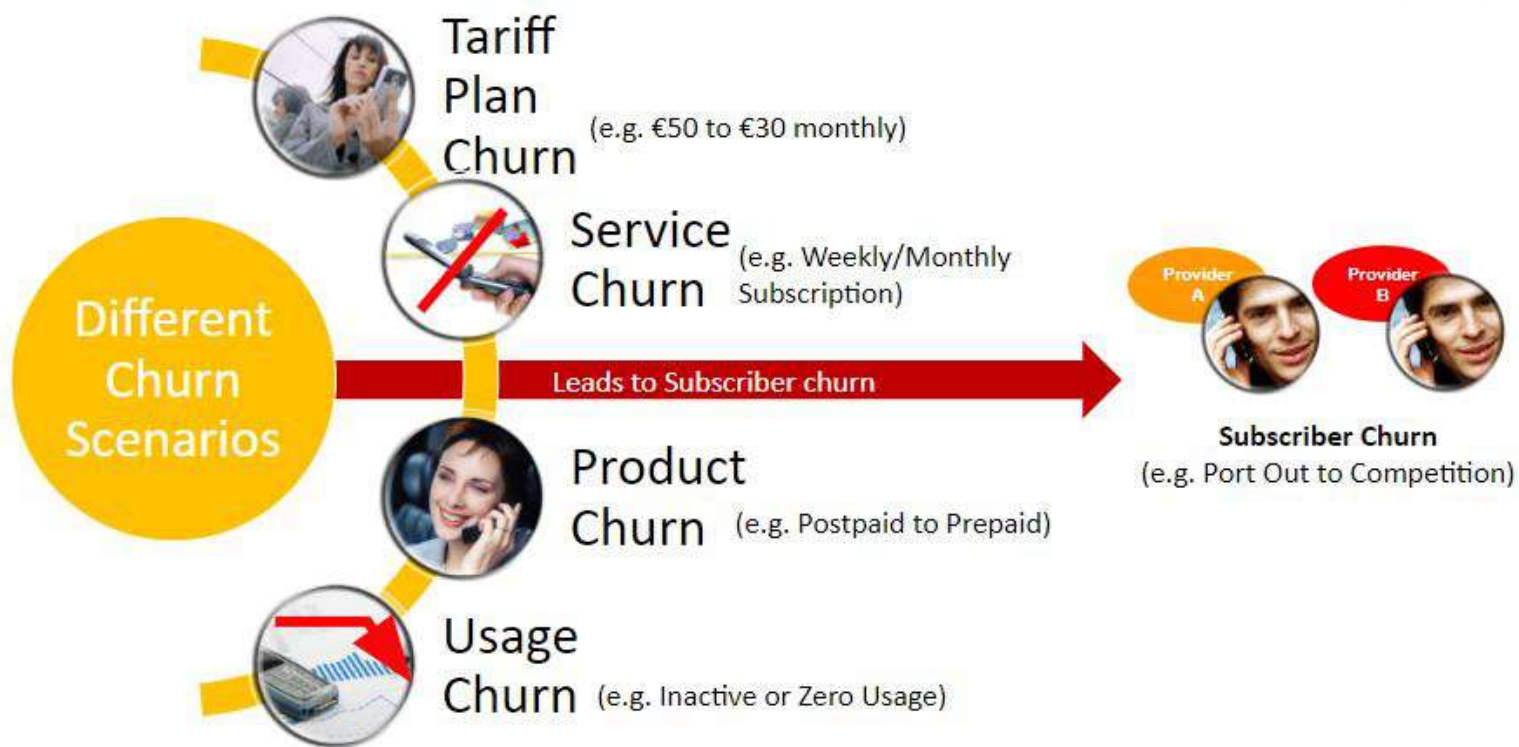


# Background: Operators are losing share in today's competitive market

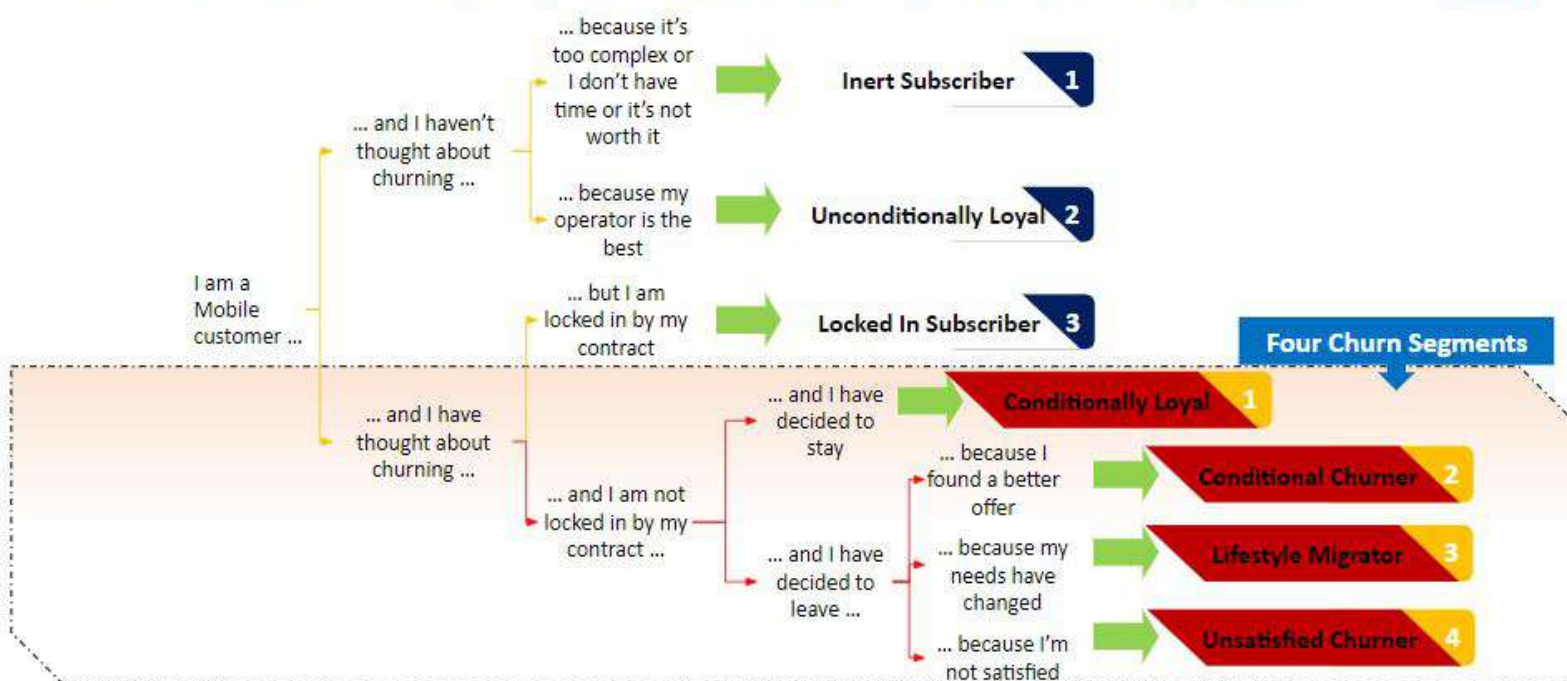


Need to Manage Churn	Churn is a key driver of EBITDA margin and an industry-wide challenge.
	A churned customer provides less revenue or zero revenue and increases competitor market share.
	Increase acquisition cost for the service provider if the customer churned to competition. It costs up to 5 times as much for an Service Provider to acquire a new subscriber as to retain an existing one

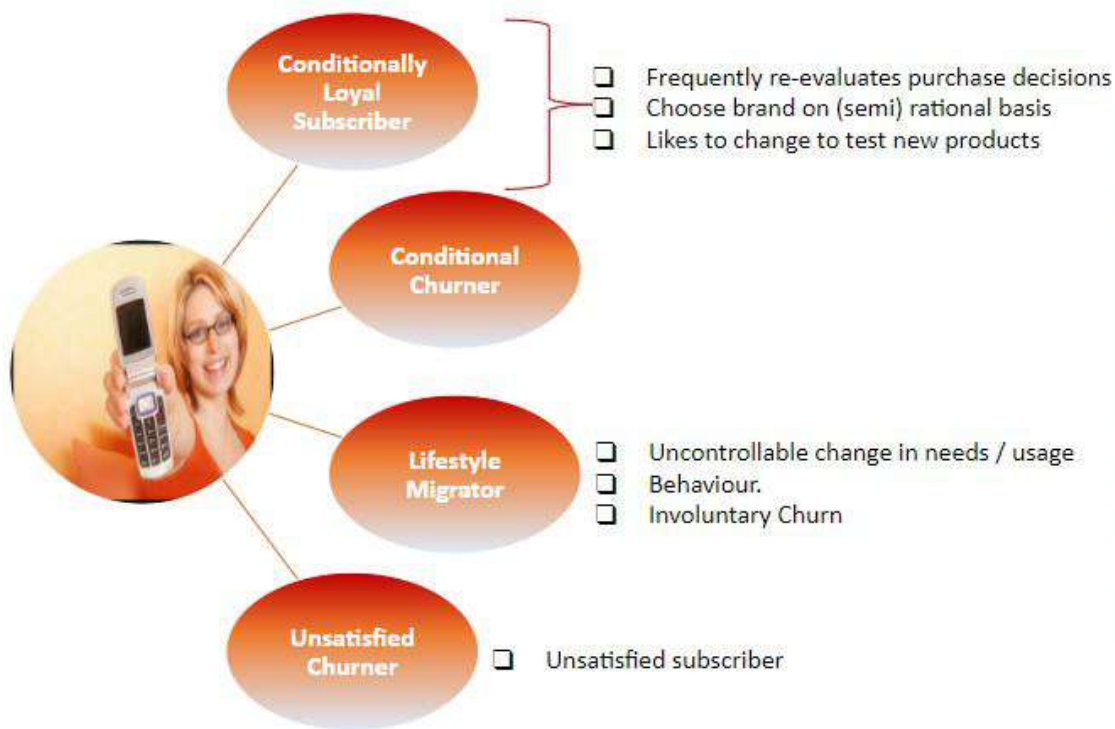
Subscriber Churn can be in different forms and not just exit from the base



## Decision cycle of a subscriber: Changes as per needs and/or experiences



## Four Churn Segments: Loyalty drivers for each segment



### Loyalty Drivers

#### Key drivers that Influence Churn

1. Handset Loss/Upgrade
2. Cost of Service / Competitor pricing
3. Network Quality
4. Others
5. Customer Care Quality

#### Key drivers for Subscriber loyalty

1. Offers and services
2. Price
3. Quality of products and services
4. Quality of customer service
5. Length of contract period
6. Perception of telecom brand
7. Marketing programmes and campaigns



## Solution Overview



Developing customer  
360°

Behavioral  
Segmentation  
of base

Build Churn  
Predictive  
Models

Generate Target  
lists for  
campaigns

### Operator Benefits

1. Ability to effectively manage customer churn through preventive management using leading and lagging indicators of churn.
2. Ability to identify and save customers who are about to churn.
3. Assess insights on churn behavior of subscribers; and using the information, to strategize new marketing initiatives
4. Identify patterns in customer behavior of potential churners and initiate pro-active measures to reduce churn
5. Capabilities in driving analytics led campaign / marketing initiatives from Predictive Model experience
6. Reduction in the campaign spend by targeting fewer subscribers, exhibiting churn behaviour, rather than targeting larger base on gut feel.
7. Report revenue loss effected due to churn
8. Classification of subscribers as voluntary/involuntary churners
9. Cost savings from retention as opposed to re-acquisition

### Skill Sets / Tools / Technology

- ☐ Project Manager
  - ☐ Business Analyst
  - ☐ Statisticians
  - ☐ Data Analysts
  - ☐ Telecom SME
1. SAS / R / SPSS
  2. SQL and other ETL related tools
  3. Can be executed on Big Data platforms