REDUCTION OF REVENUE LOSS THROUGH PREDICTIVE CHURN MODELING
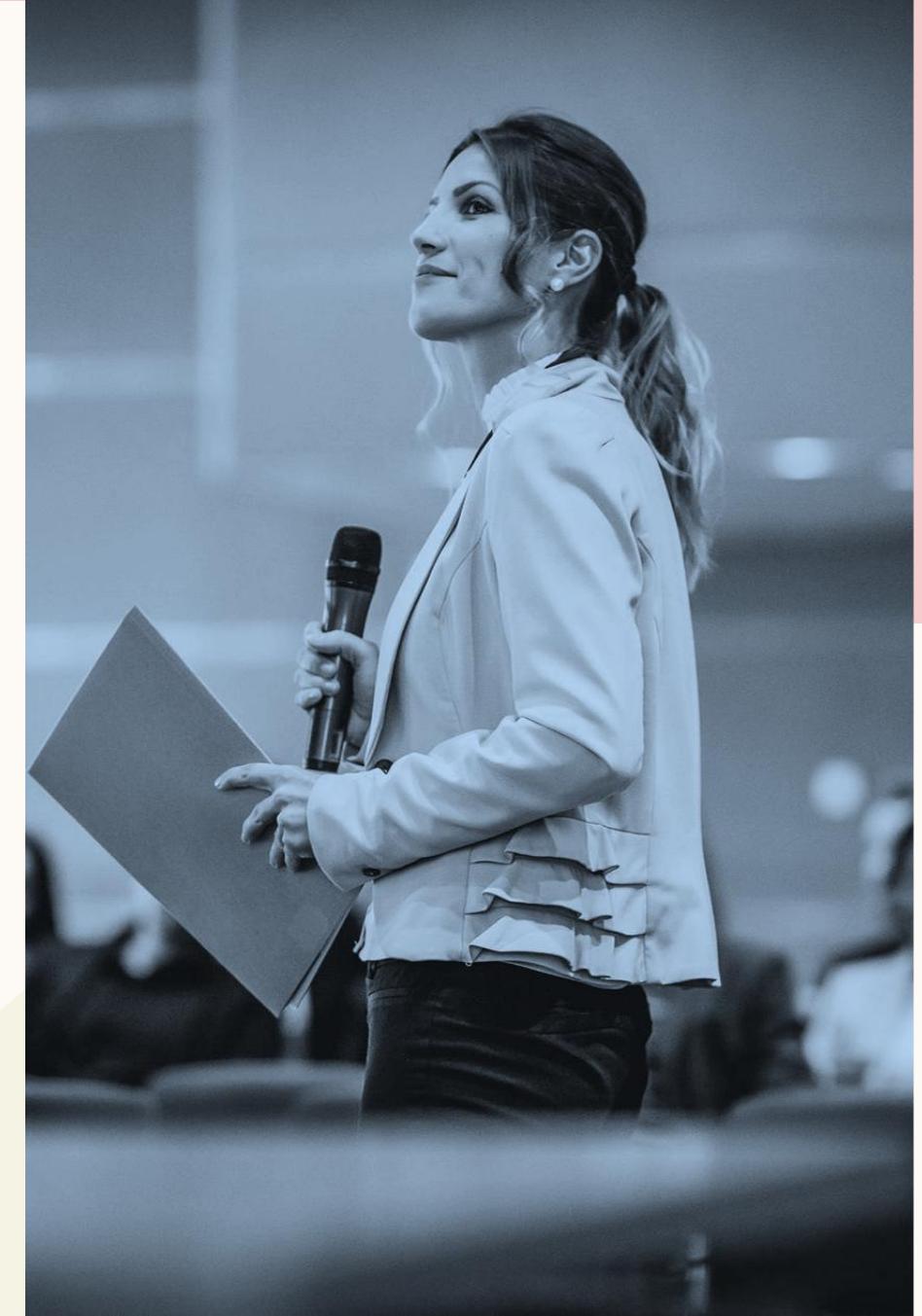
PRESENTED BY: INNOCENT MORURI

BUSINESS PROBLEM

- SyriaTel is losing revenue as customers migrate to competitors.

- Protecting our Revenue: A Data-Driven Approach to Customer Retention

TARGET: MOVE FROM REACTIVE TO PROACTIVE ACTIONS

PROBLEM, COST & GOAL

- The Problem: We are losing customers to competitors, which directly impacts our bottom line.

- The Cost: It costs us significantly more to find a new customer than it does to keep one happy.

- The Goal: Transform our retention team from "Fixers" (helping people when they leave) to "Partners" (identifying and rewarding value before they think of leaving).
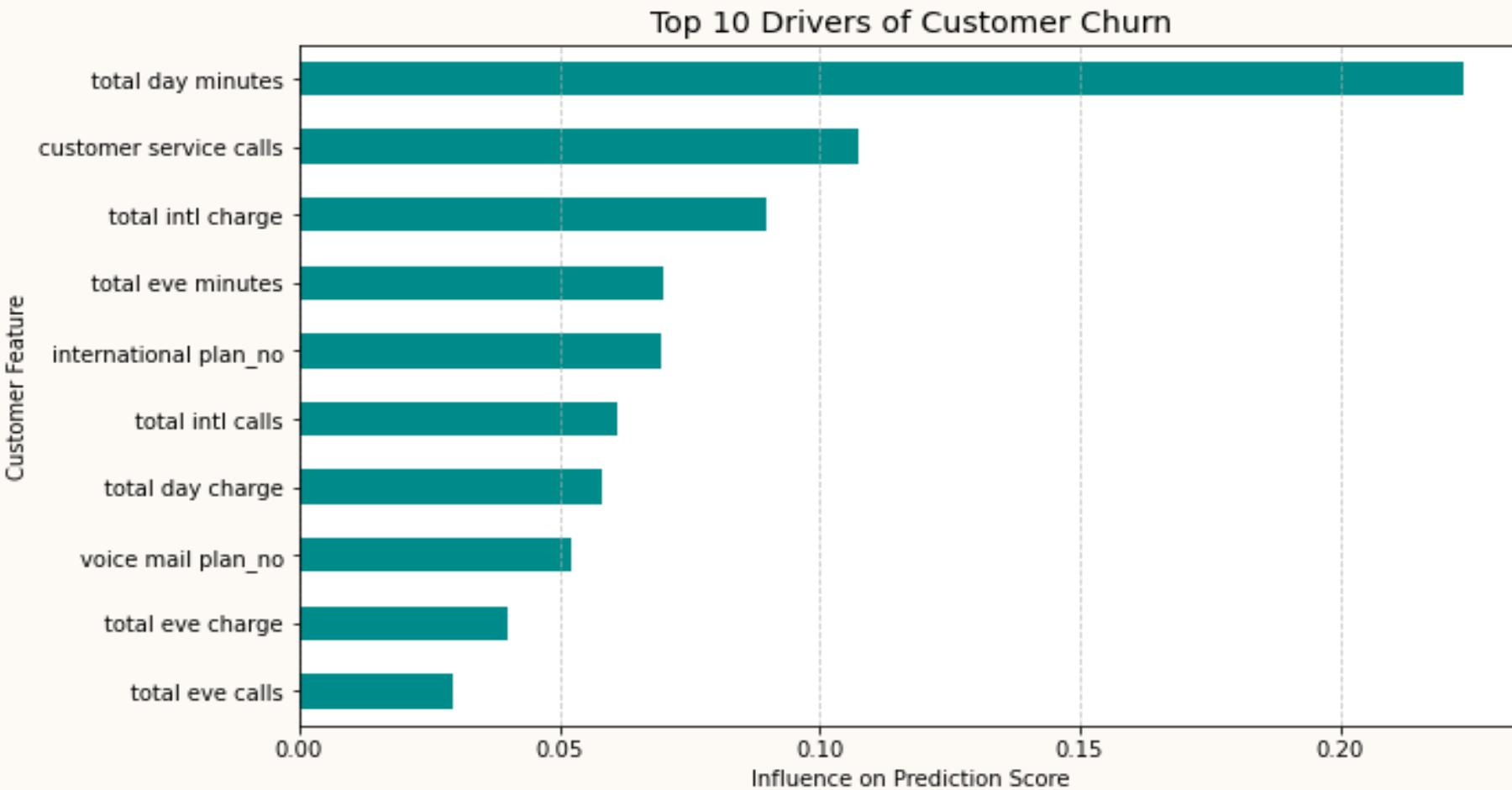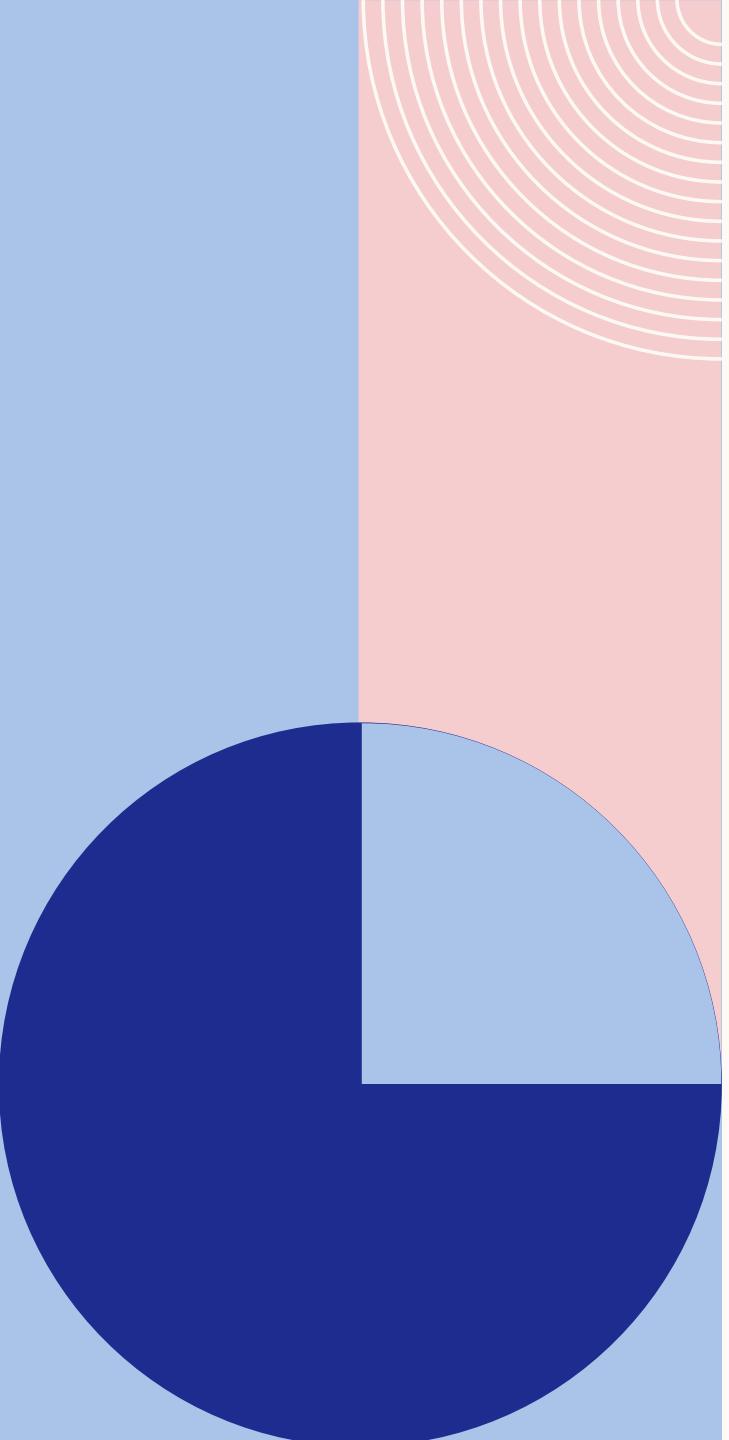
LEVERAGING DATA TO MAKE PREDICTIONS
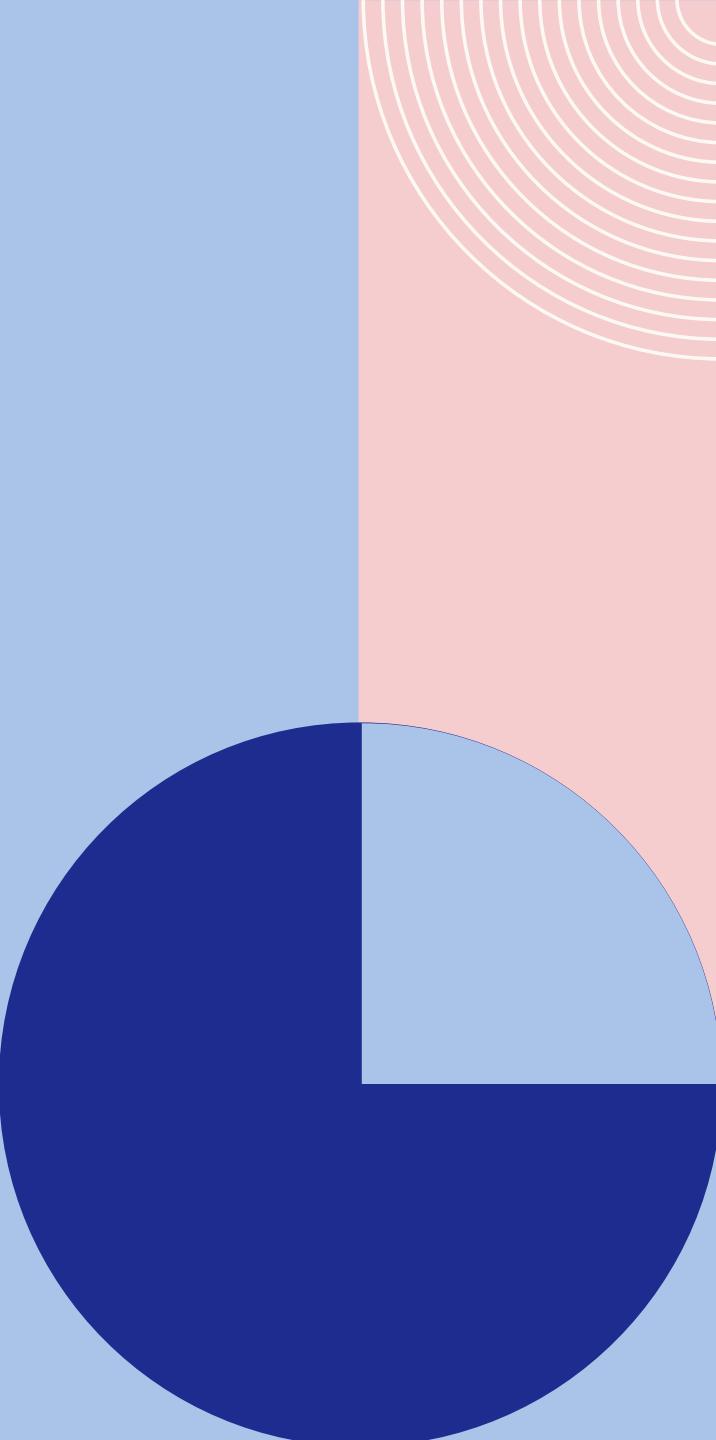
How? We analyzed thousands of customer interactions to identify the "signals" that someone is about to leave.

Result: We now have a system that correctly identifies 74% of potential churners before they even call to cancel.

Why this matters: This gives our team a a chance to reach out with targeted offers.

WHY ARE THEY LEAVING? (TOP INSIGHTS)

Top 10 Drivers of Customer Churn

WHY ARE THEY LEAVING?
(TOP INSIGHTS)

- **The High-Value Price Gap**: Our most active daytime users are our highest earners, but they are also the most sensitive to pricing.
- **The "Rule of Three":** Customer frustration peaks at the 3rd service call. This is our critical point to save the relationship.
- **International Plan Mismatch**: Our current international offerings are driving customers away rather than keeping them, suggesting we need a value reset here.

GROWTH STRATEGY (INSPIRED BY A KENYAN TELCO)

Loyalty points (Bonga Model): Turn every daytime call into a reward. If customers have points to lose, they are less likely to leave.

Personalized "Tunukiwa" Offers: Use our model to send specific, discounted data/voice bundles to at-risk customers via SMS.

The "Sambaza" Connection: Encourage families to share data. A connected family is much harder for a competitor to "poach" than a single individual.

NEXT STEPS & IMMEDIATE ACTION

1. **Phase 1:** Pilot the "Three-Call Priority Rule"—any customer on their 3rd call gets routed to a Senior Manager immediately.

2. **Phase 2:** Launch a "High-Value Loyalty Tier" targeting our top daytime spenders.

3. **Final Outcome:** By acting on these signals, we can stabilize our revenue and turn SyriaTel into the most customer-centric network in the region.

THANK YOU

Innocent Moruri

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https://github.com/moruriinnocentlouis-collab/phase_3_project_innocentmoruri.git