

Specify The Business Problem

Customer churn is often referred to as customer attrition, or customer defection which is the rate at which the customers are lost. Customer churn is a major problem and one of the most important concerns for large companies. Due to the direct effect on the revenues of the companies, especially in the telecom field, companies are seeking to develop means to predict potential customer to churn. Looking at churn, different reasons trigger customers to terminate their contracts, for example better price offers, more interesting packages, bad service experiences or change of customers' personal situations.

Customer churn has become highly important for companies because of increasing competition among companies, increased importance of marketing strategies and conscious behaviour of customers in the recent years. Customers can easily trend toward alternative services. Companies must develop various strategies to prevent these possible trends, depending on the services they provide. During the estimation of possible churns, data from the previous churns might be used. An efficient churn predictive model benefits companies in many ways. Early identification of customers likely to leave may help to build cost effective ways in marketing strategies. Customer retention campaigns might be limited to selected customers but it should cover most of the customer. Incorrect predictions could result in a company losing profits because of the discounts offered to continuous subscribers.

Telecommunication industry always suffers from a very high churn rates when one industry offers a better plan than the previous there is a high possibility of the customer churning from the present due to a better plan in such a scenario it is very difficult to avoid losses but through prediction we can keep it to a minimal level.

Telecom companies often use customer churn as a key business metrics to predict the number of customers that will leave a telecom service provider. A machine learning model can be used to identify the probable churn customers and then makes the necessary business decisions.

A customer problem statement outlines problems that your customers face. It helps you figure out how your product or service will solve this problem for them. The statement helps you understand the experience you want to offer your customers. It can also help you understand a new audience when creating a new product or service. A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service. It's important to validate your customer's problems by running user research. This template is a way of crafting your problem statement, not analyzing your customer profile or needs.

A strong customer problem statement should provide a detailed description of your customer's current situation. Consider how they feel, the financial and emotional impact of their current situation, and any other important details about their thoughts or feelings. Creating a customer problem statement is easy with Miro. Using our collaborative online whiteboard, you can create an online problem statement that's easy to follow and shareable with your team. All you have to do is sign up for free, select this template, and follow these steps to fill in your template. There are five quadrants in the template with different propositions. Answer each of them to create your problem statement: