

# TELECOM INDUSTRY - WHAT INFLUENCES CUSTOMERS TO CHURN?

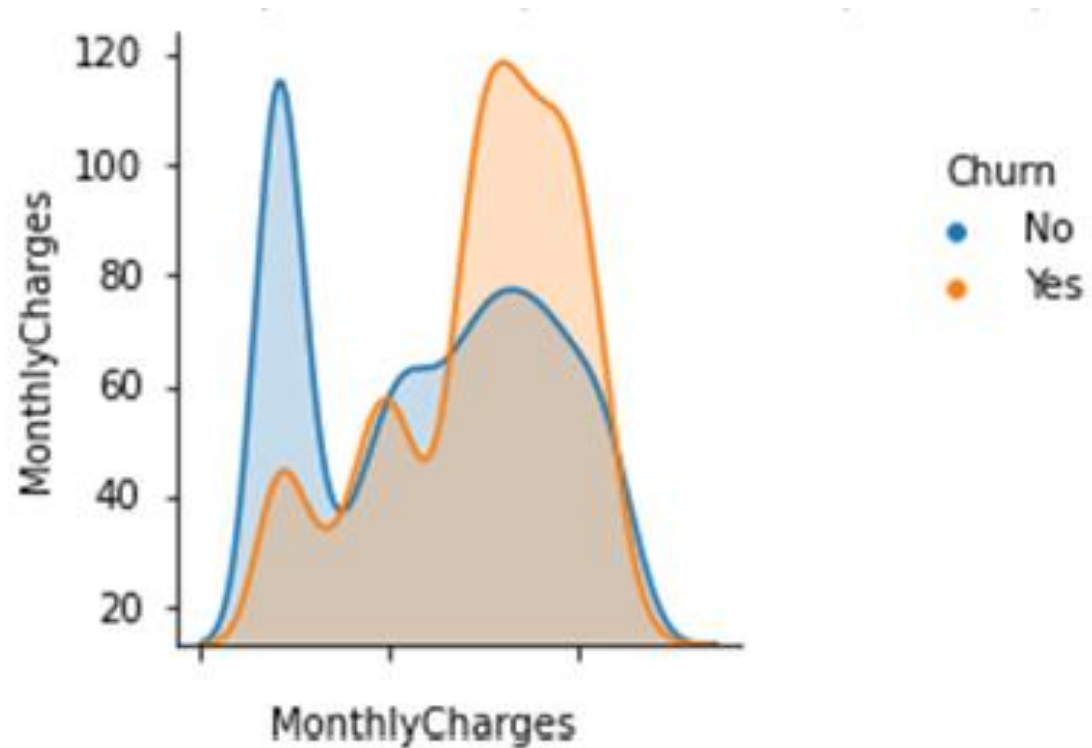
Prakash Kumar

Springboard



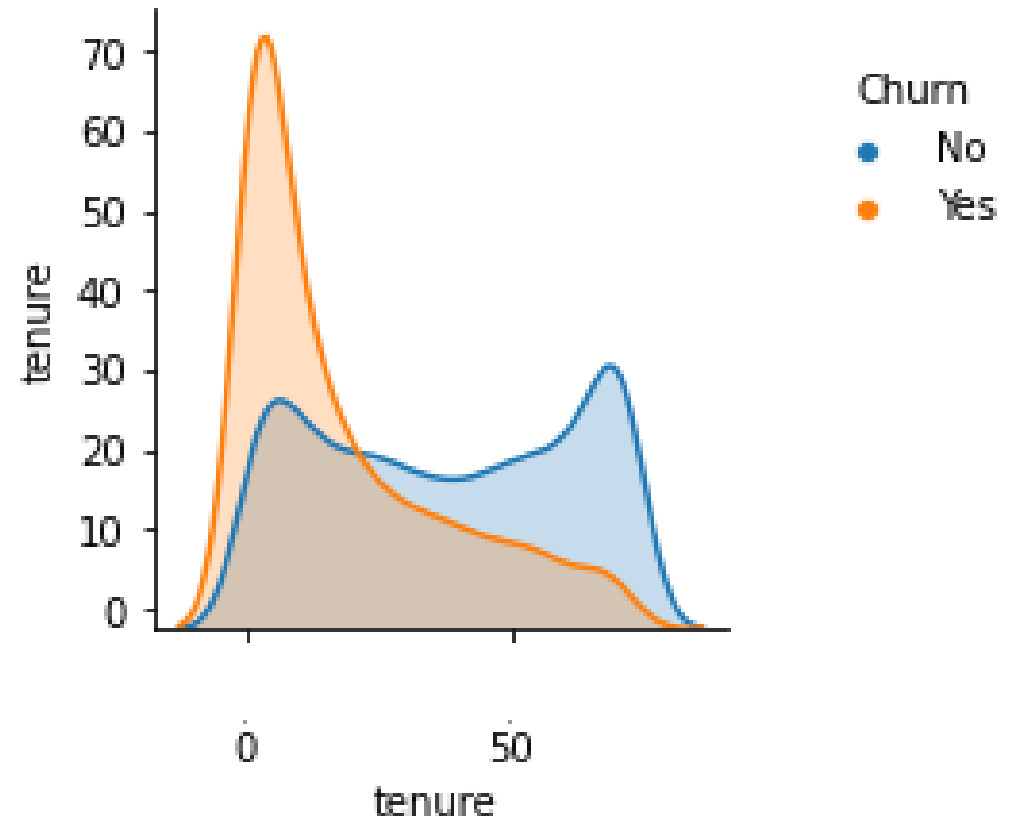
# CHARGES?

- Yes – People paying higher monthly charges tend to churn more.

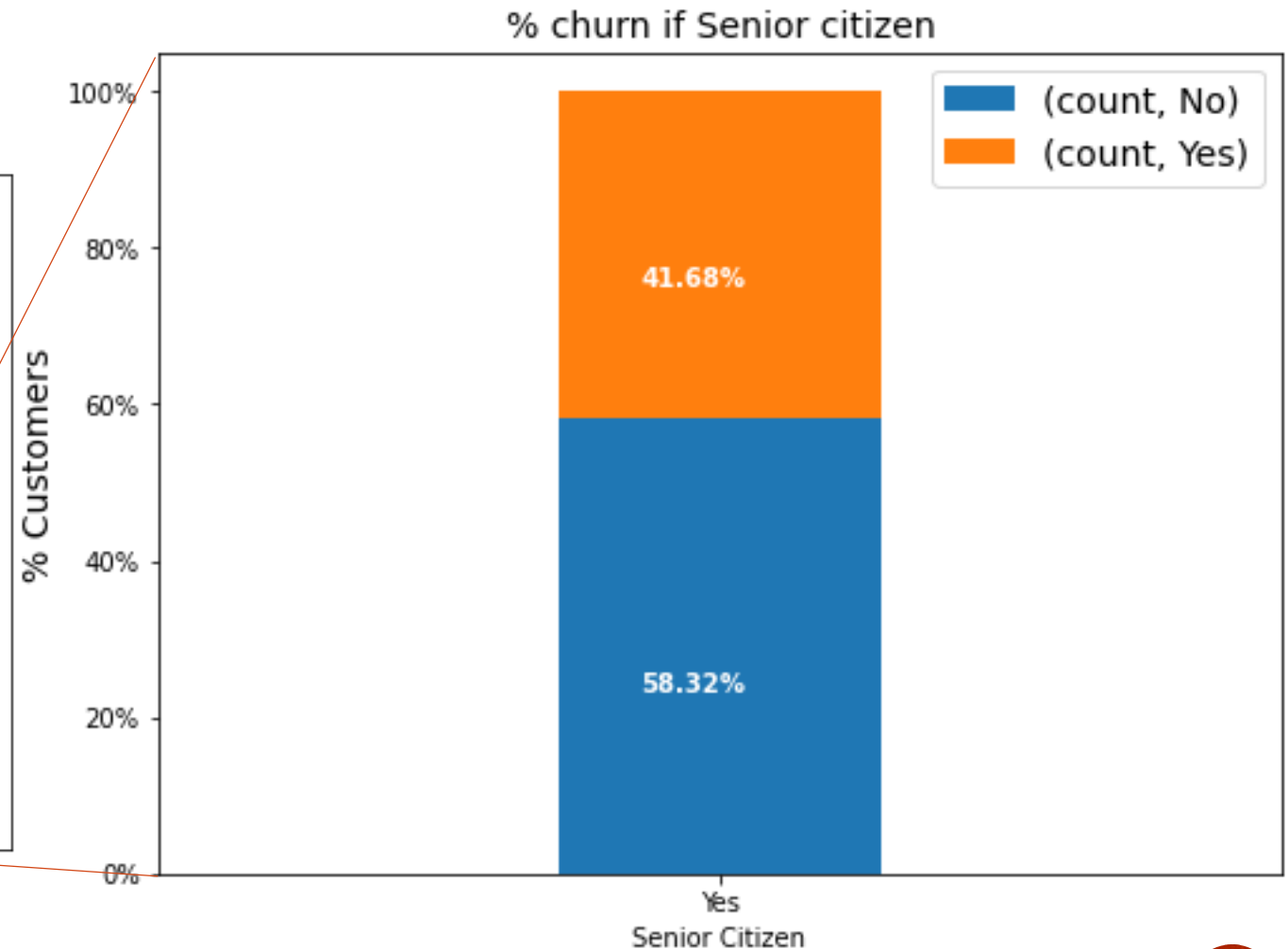
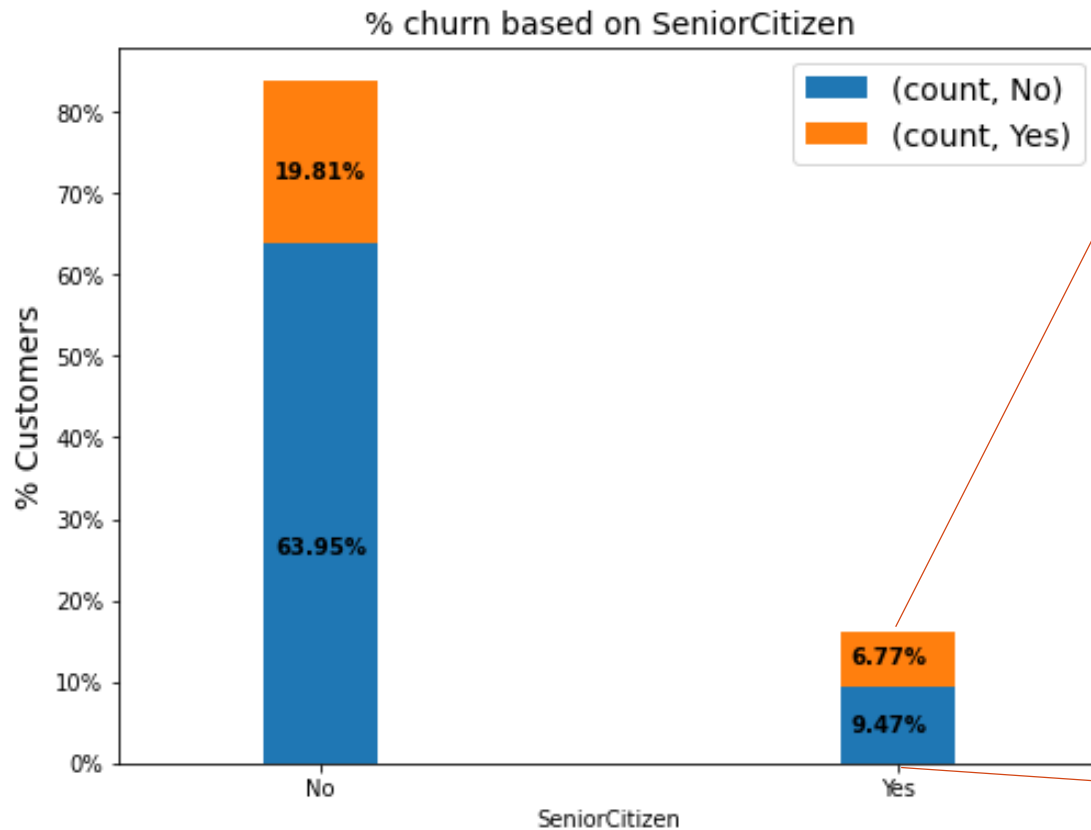


# LONGER CONTRACT?

- No – People on longer contract seem to be more loyal.

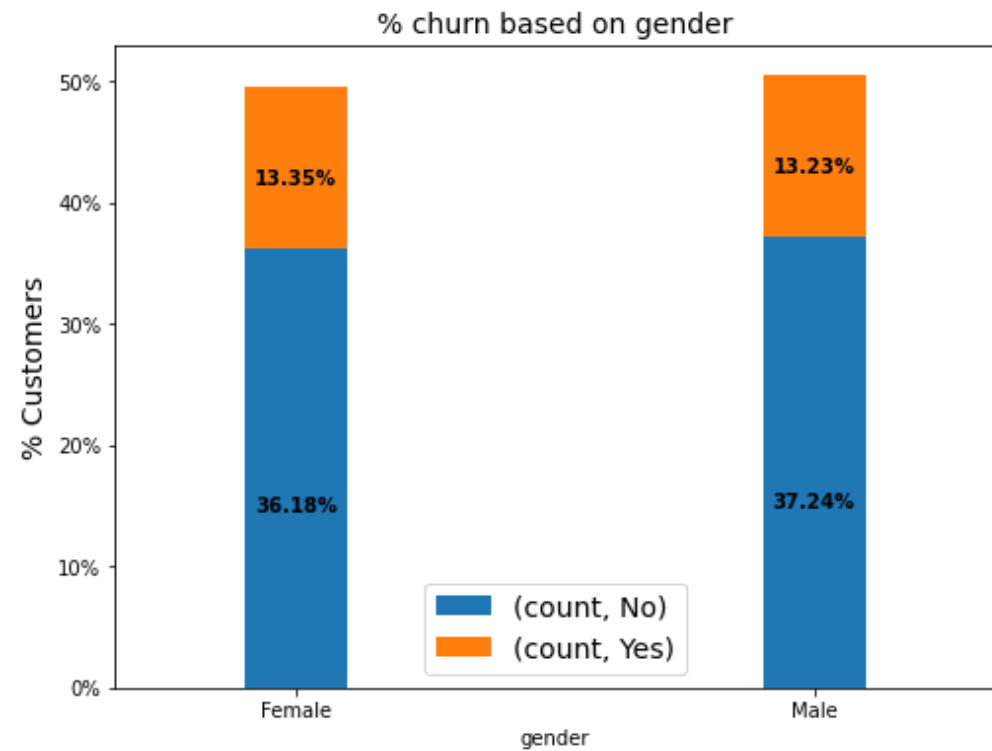


# WHO TENDS TO BE MORE LOYAL — OLD/YOUNG



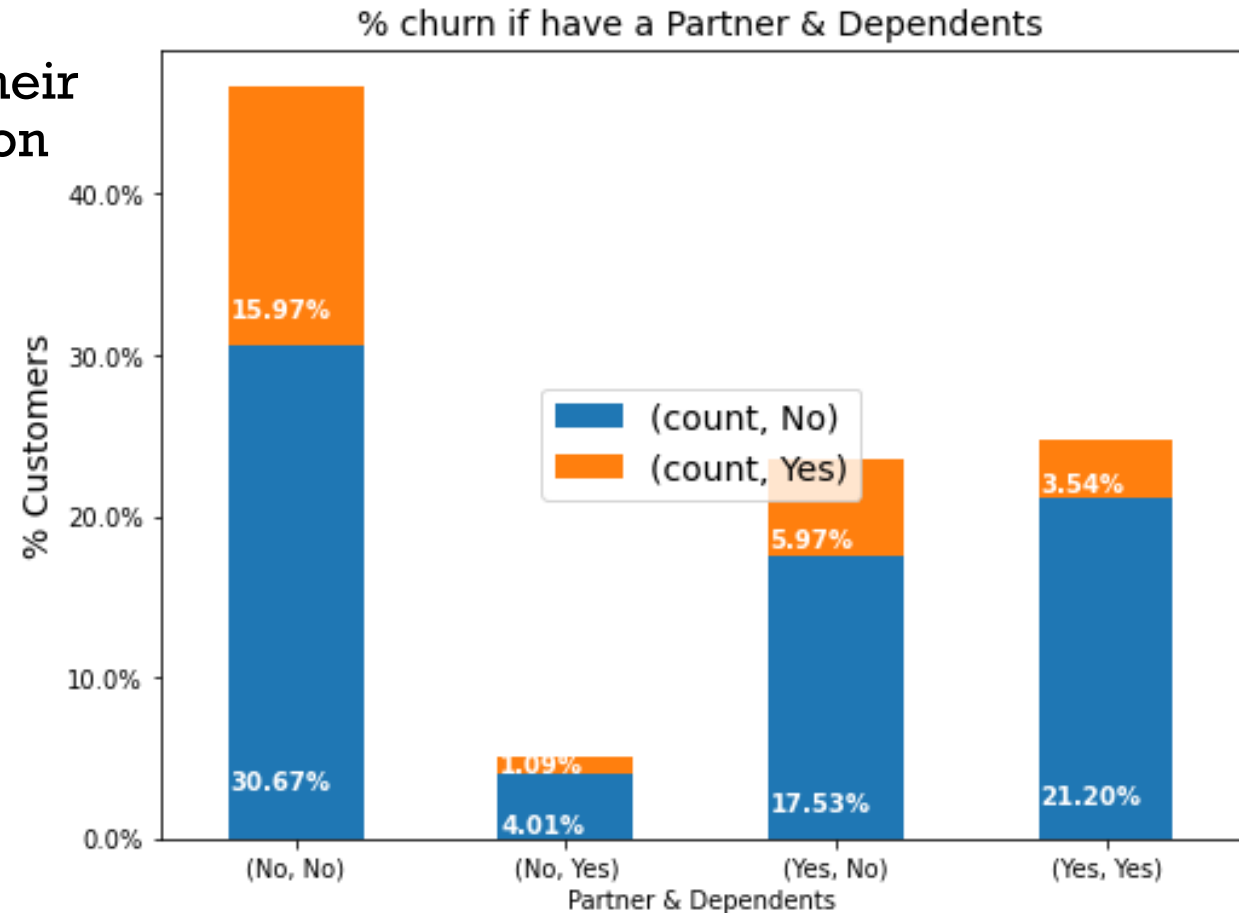
# WHAT ABOUT GENDER?

- Gender does not seem to be a deciding factor.



# DO PEOPLE WITH FAMILY TEND TO CHURN MORE?

- Its opposite – People settled in their personal life seem to be settled on your network too.



# WHAT SHOULD BE THE FOCUS TO MAKE THEM STICK?

- Improve upon cost.
- Incentivize longer contracts
- Improve Internet and Internet-based services such as streaming and content.
- Target singles with more attractive offers.

