# Customer Churn – Notes

Gone are the days of strong customer loyalty towards banks. For one, the information age has ushered in the rise of consumer comparison websites, giving consumers access to tools that enable more informed decisions when choosing where to bank. Combine this with the ease of applying for products online, it’s not surprising that the customer landscape within banks have seen change.

Customer churn is a metric used to quantify the rate at which customers are leaving the business, and would be a metric that a bank

more availability to information in making informed decisions as to where they bank.

Customer loyalty towards banks, is a feature that has lost it’s power in this transition to