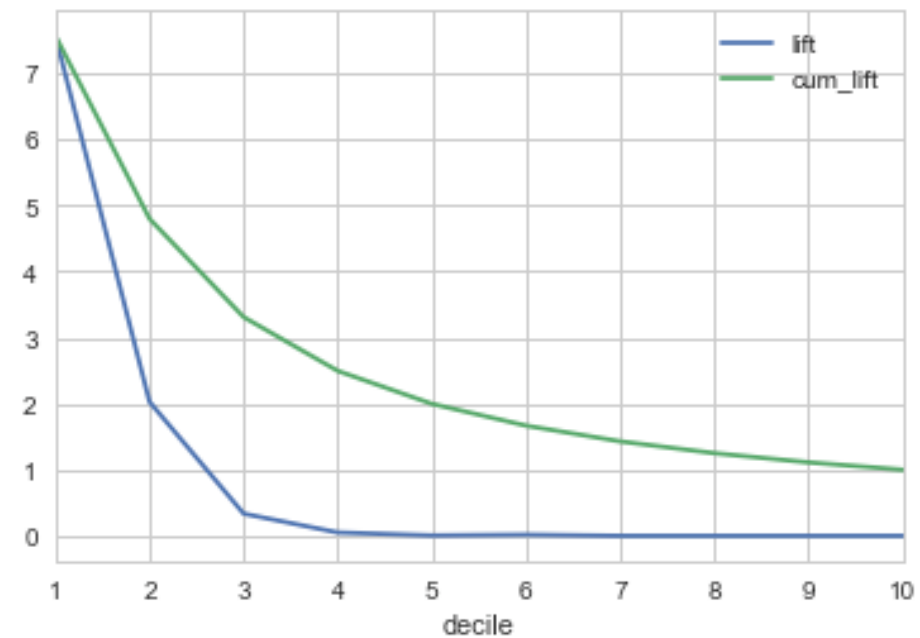
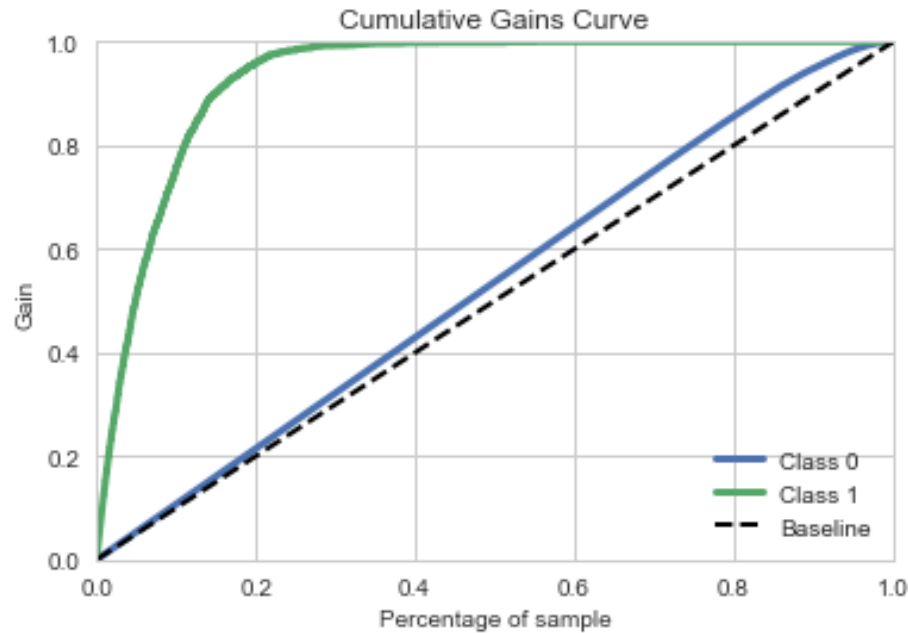


Telecom Churn Model Use Case Management Presentation

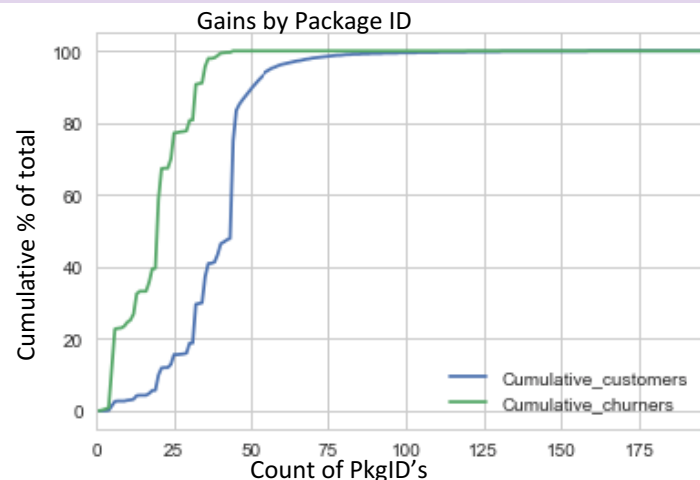
Shashank Ryapaku

Customer Churn Model - Model Performance

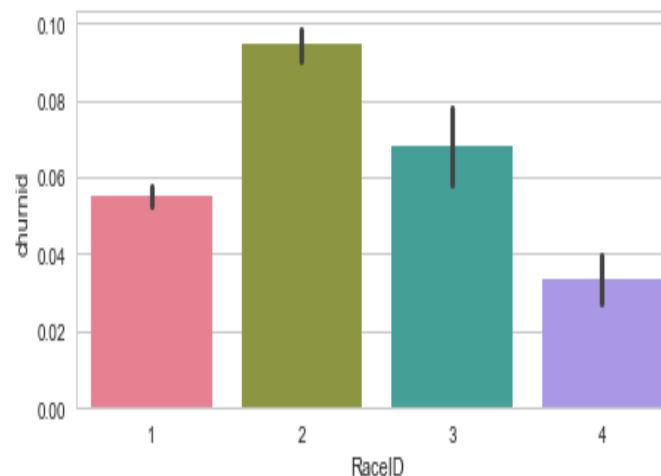
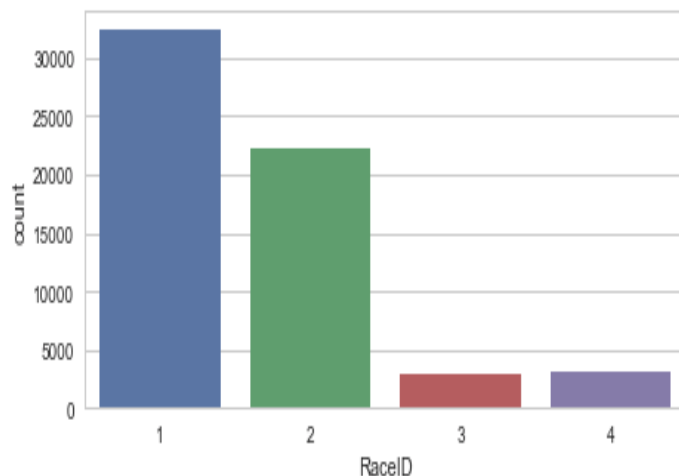


- The model captures >97% of churn customers in top 2 deciles
- Savings of 1/5x in terms of marketing cost & enables more bandwidth for marketers to transfer the marketing savings into offers
- Actionable insights to customise package offerings, influence customer behavior to drive both usage and control churn

Customer Churn Model - Action Insights



- ~25 Package IDs, that contribute to 20% of customers, but aggregate to ~80% of churning customers – Probe into these package product offerings
- Packages could be offering outdated pricing, facilities – proactively upgrade to new relevant packages to improve customer retention
- 70% correlation with avg_online_days i.e. activity of customer, engage inactive customers to increase their mobile usage



- Few demographical categories of customers (Race2; LocID 237,242,265; Bill Cycle 1,4,5) have higher churn rate than usual
- Customize marketing offers to these categories to control churn