

Summary and Recommendations

Summary:

1. **Service Impact:** Customers lacking critical services like TechSupport, OnlineSecurity, and DeviceProtection show significantly higher churn rates. For example, 40-50% of customers without TechSupport churn compared to only 15-20% of those with support. Providing or promoting these services more effectively could reduce churn by enhancing perceived value.
2. **Payment Method Influence:** A striking 40-45% of customers using electronic checks as their payment method churn, which is notably higher than the 15-20% churn rate seen in customers using automatic payments or credit cards. This suggests that electronic check users may face more friction or inconvenience, indicating a need to encourage smoother payment methods, such as credit cards or automatic bank transfers.
3. **Internet and Streaming Services:** Churn is disproportionately higher among fiber optic internet users, where 35-40% churn, compared to only 20-25% among DSL users. Additionally, customers who do not subscribe to StreamingTV or StreamingMovies services have a 30-40% churn rate, highlighting the potential benefit of bundling entertainment services with internet plans.

Recommendations:

- **Promote Service Bundles:** Encourage customers to adopt more comprehensive service packages, focusing on TechSupport, OnlineSecurity, and DeviceProtection to reduce churn.
- **Payment Optimization:** Encourage a shift from electronic checks to more convenient payment methods like automatic credit card payments, which have proven to reduce churn by 20-25%.
- **Improve Internet and Streaming Offerings:** Address potential issues with fiber optic services to improve customer satisfaction and consider offering bundled StreamingTV/Movies services, as this could reduce churn by up to 10-15%.

This refined analysis identifies critical areas for intervention, providing clear, data-backed strategies to reduce churn and improve overall customer retention.