

# Addressing Customer Churn at SyriaTel

Understanding and mitigating customer churn is vital for sustainable growth.



# Our Current Churn Challenge



## 14.5% Customer Churn

A significant portion of our customer base is leaving each year.



## Impact on Revenue

High churn directly affects our revenue streams and profitability.



## Retention is Key

Retaining existing customers is more cost-effective than acquiring new ones.



# Powerful Predictive Analytics

We have developed a robust analytical model to predict customer churn.



## Overall Model Accuracy: 93%

Our predictive model is highly accurate in identifying potential churners.



## Identifying 75% of At-Risk Customers

The model successfully pinpoints a large majority of customers likely to churn.



# Key Indicators of Churn

Certain customer behaviours and service choices are strong predictors of churn.



## International Plan Usage

Customers with international plans show a higher propensity to churn.



## Frequent Service Calls

A high number of customer service calls often precedes churn.



## Changes in Usage Patterns

Fluctuations or decreases in usage indicate potential dissatisfaction.

# The Power of Proactive Engagement

Addressing potential churners before they leave is far more effective than reacting afterwards.



## Proactive Approach

Identify and intervene with at-risk customers early on.



## Reactive Response

Attempting to win back customers after they have already churned.



# Strategic Interventions for Retention

Leveraging our insights to develop targeted customer retention strategies.



## Personalised Offers

Tailored promotions for customers flagged as high-risk.



## Enhanced Support

Proactive outreach from customer service to address concerns.



## Plan Optimisation

Guidance on better-suited plans based on usage patterns.

# Impact on Marketing Strategy

Our churn prediction model provides actionable insights for marketing initiatives.

## Targeted Campaigns

Develop specific campaigns for identified high-risk segments.



## Product Development

Inform product teams about features that might be driving churn.



A stylized illustration of a customer service interaction. On the left, a man in a blue suit sits at a desk, smiling and holding a smartphone. On the right, a woman in a blue blazer and headphones also smiles, holding a smartphone. They are positioned in front of a large window showing a city skyline at night. A pendant light hangs above them. The scene is set in a modern office environment.

# Empowering Customer Service

Providing our customer service team with the tools to reduce churn effectively.



## Specialised Training

Equip agents to handle churn conversations with confidence.



## Feedback Loop

Channel customer insights back to product and marketing teams.



## Retention Protocols

Implement clear guidelines for engaging at-risk customers.

# Continuous Improvement

Our commitment to monitoring and refining our churn prevention efforts.

## Data Collection

Gathering ongoing customer data.

## Performance Review

Assessing the effectiveness of our actions.

## Model Analysis

Regularly updating and validating our churn prediction model.

## Strategy Implementation

Rolling out new retention initiatives.



# Driving Future Growth Through Retention

By understanding and addressing churn, we can secure SyriaTel's future success.



SyriaTel



Let's work together to build stronger, lasting customer relationships.