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PRES

TELCO CUSTOMER RETENTION

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PL300-76

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DATA INFORMATION

Demographic info
about customers

Customer account
information

Customers who left
within the last month

Services that each
customer has signed up
for

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OVERVIEW: *CUSTOMER CHURN*

- 1869 customers leave
- Yearly charges: 2.86M
- Monthly charges: 139K

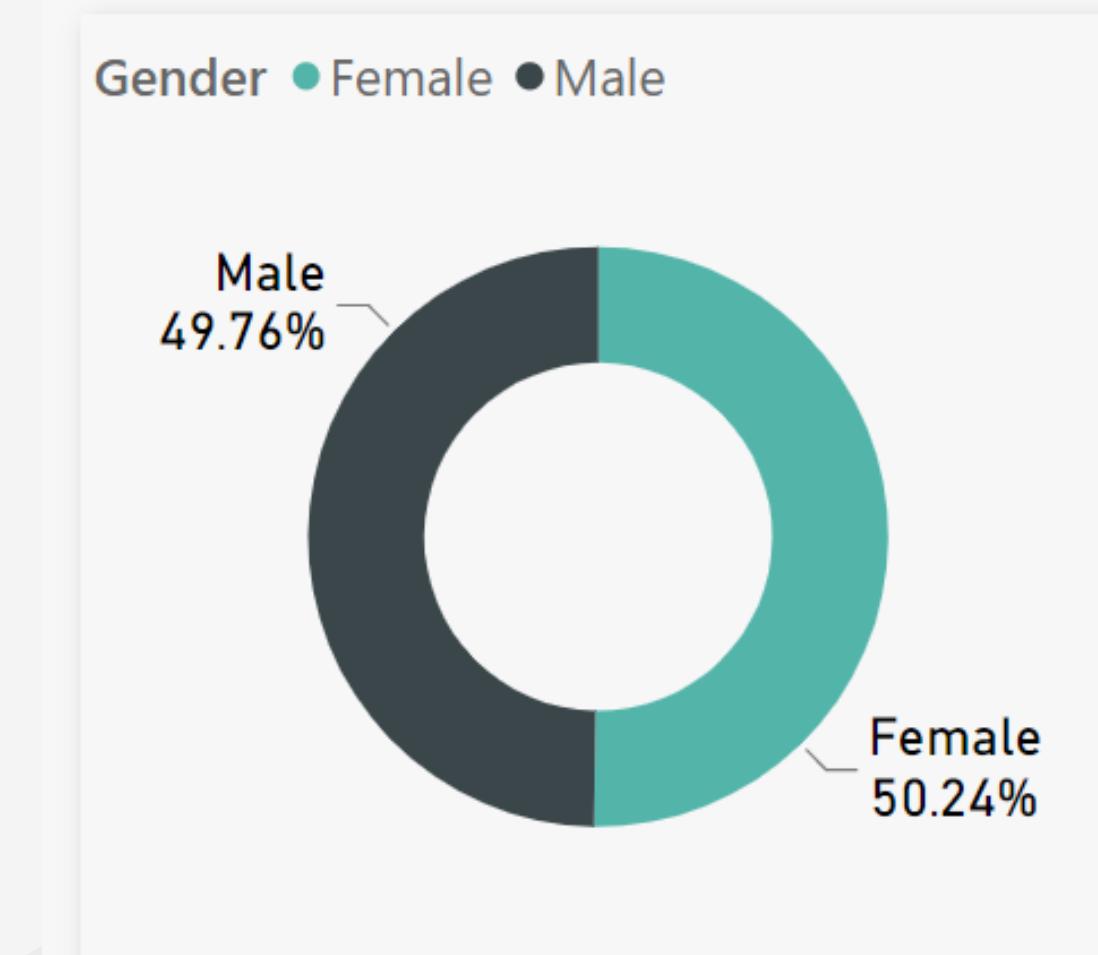


CUSTOMER CHURN

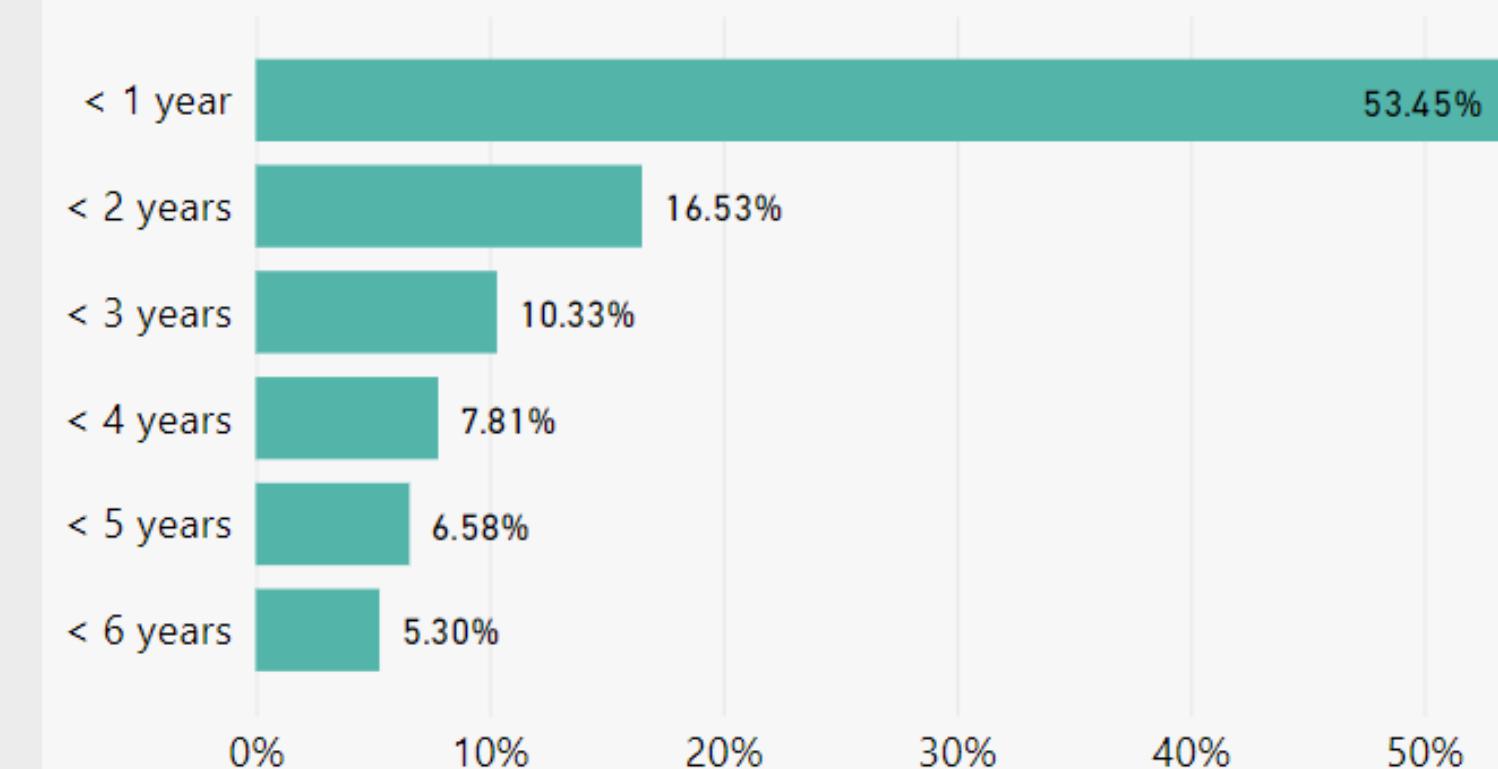
DEMOGRAPHICS

- The ratio of men and women is quite balanced, the difference is not too big
- => Gender factor does not have much impact on Churn
- 25% is Senior Citizen=> This shows that the churn rate is higher among the younger population.
- 36% of people have a partner and 17% of citizens are “dependent”

Demographic



25%
Senior Citizen
36%
Partner
17%
Dependents



CUSTOMER CHURN

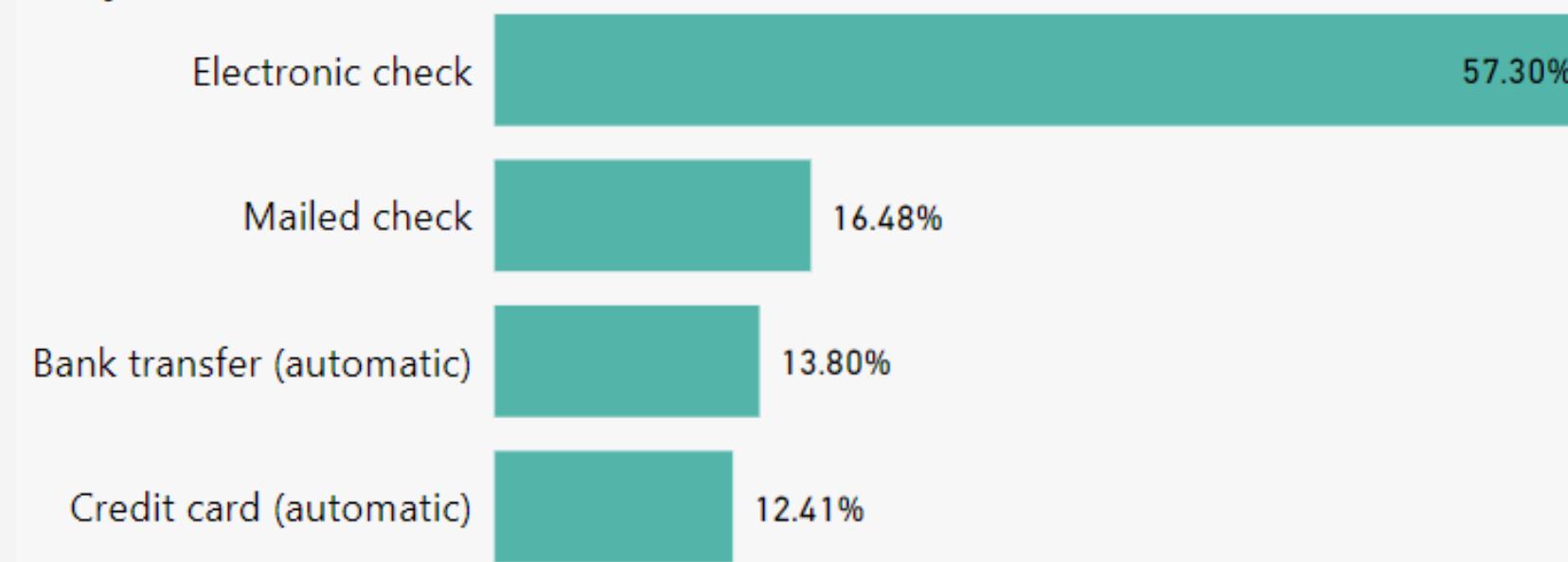
CUSTOMER ACCOUNT INFORMATION

Among customers who left:

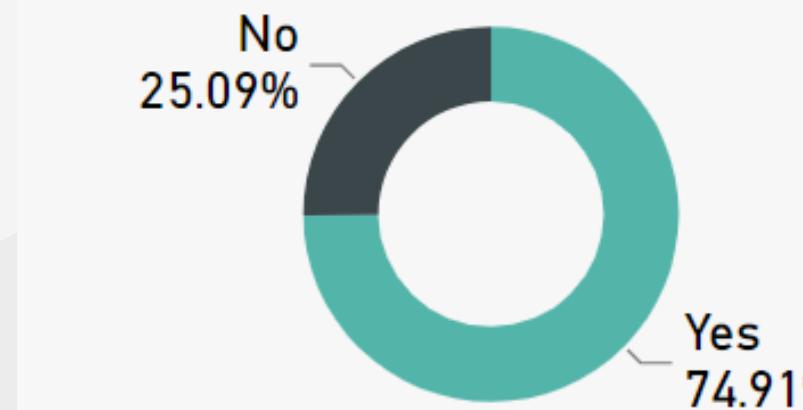
- 57.3% of customers used electronic checks, 16.48% of customers used mailed checks, 13.48% used bank transfers, 12.41% used credit cards as the payment method
- 74.91% of customers leaving are registered paperless billing
- Leaving customers with a monthly contract account for an excess rate of 88.55%

Customer account information

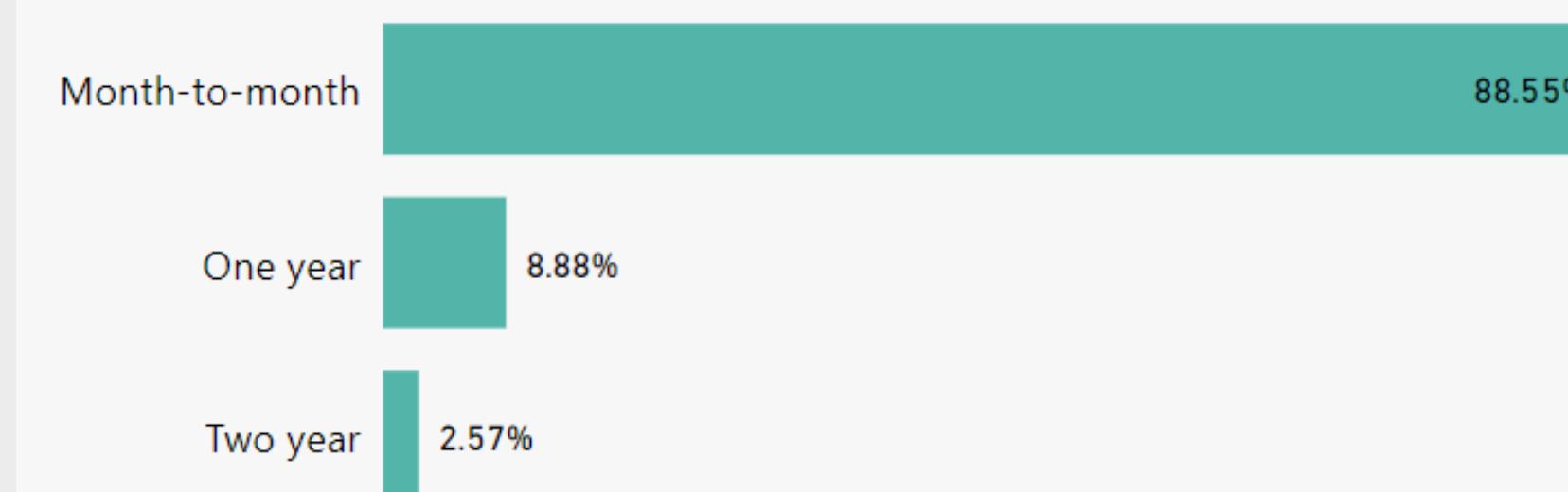
Payment method



Paperless billing



Type of contract



Average Charge

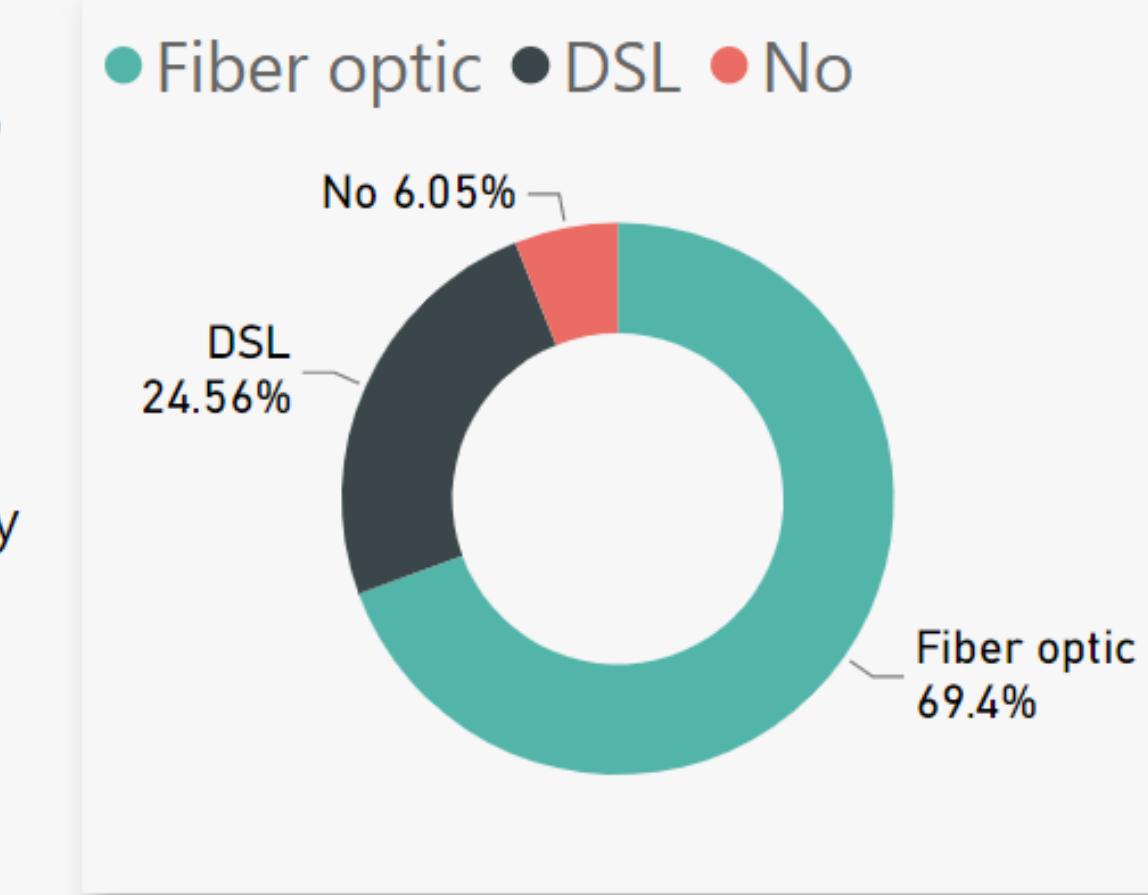
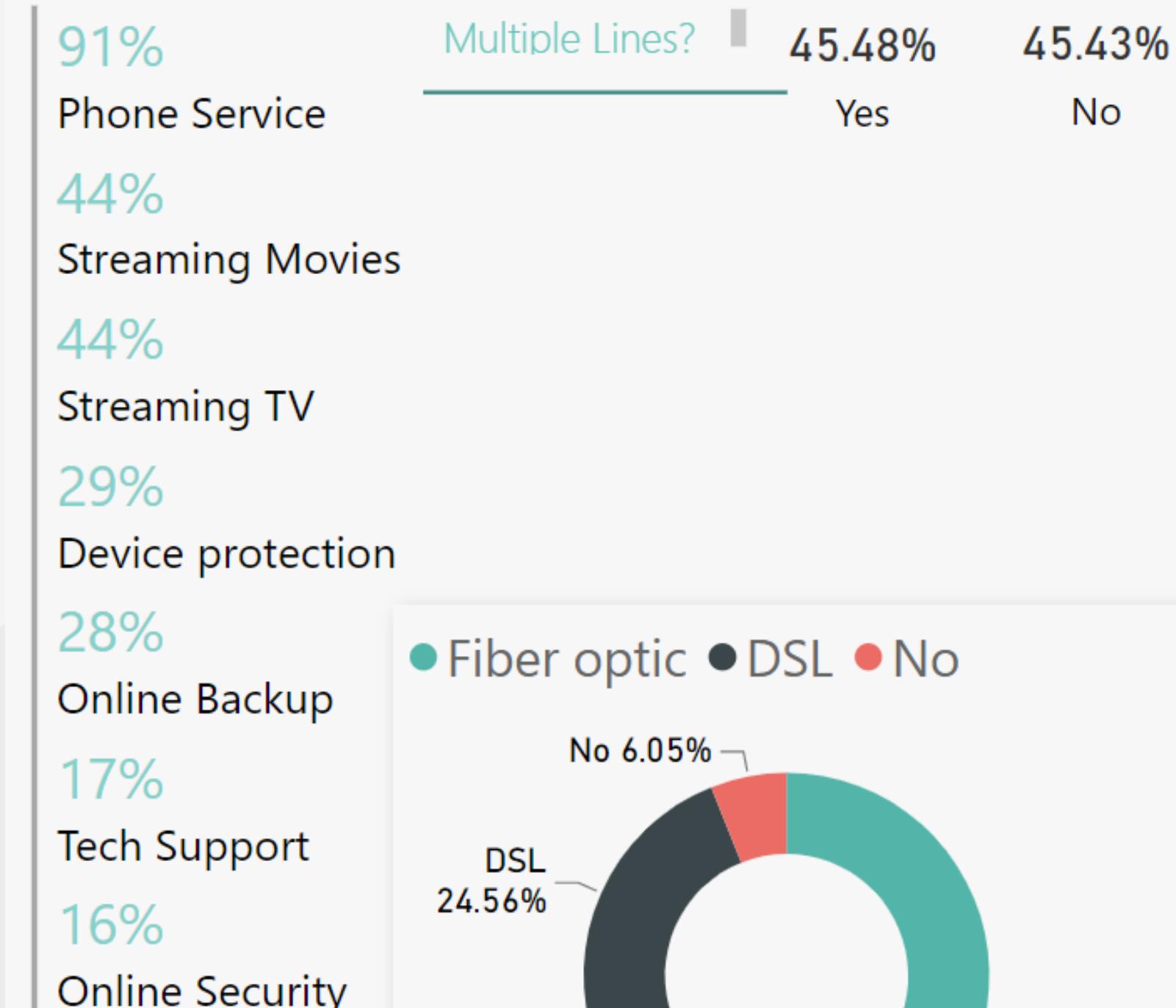
74.44	Monthly	1,531.80
	Total	

CUSTOMER CHURN

SERVICES

- Out of 91% of customers leaving phone service, 45.48% of customers have phone service and multiple lines, and 45.43% of customers have phone service but don't have multiple lines
- 44% of customers who use stream TV and movies
- The **lowest rate** is 17% (tech support) and 16% (online security)
- Customers leave using fiber optic, accounting for 69.4% and 24.56% for DSL) ⇒ the problem can be internet service: fiber optic

Services customers signed up for



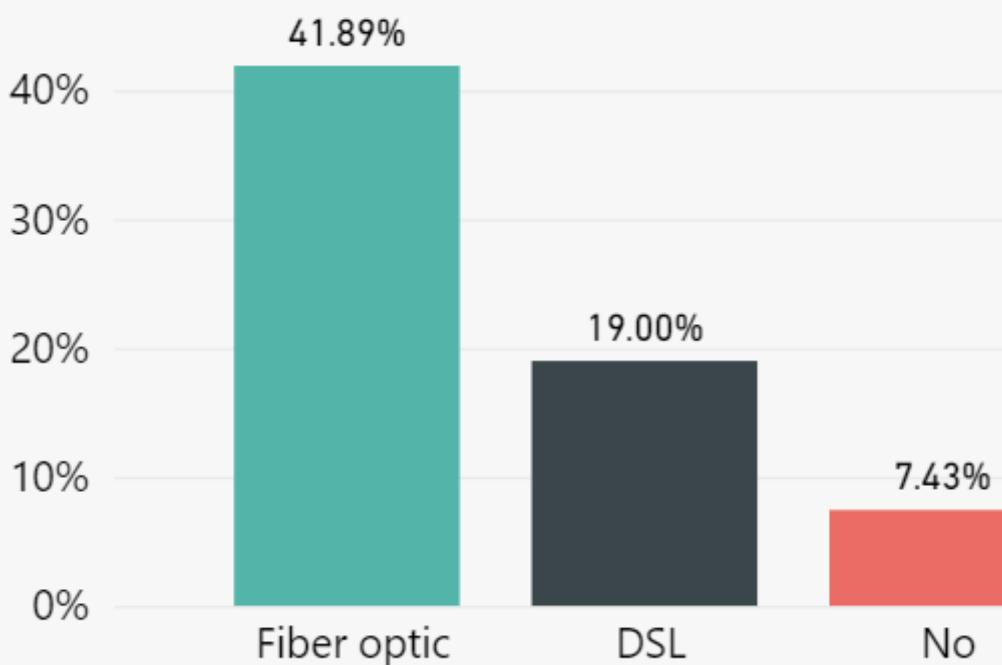
OVERVIEW: CUSTOMER RISK ANALYSIS

- 7032 Customer
- Churn rate: 26.58%
- Yearly charges: 16.06M
- Monhly charges: 455.66K

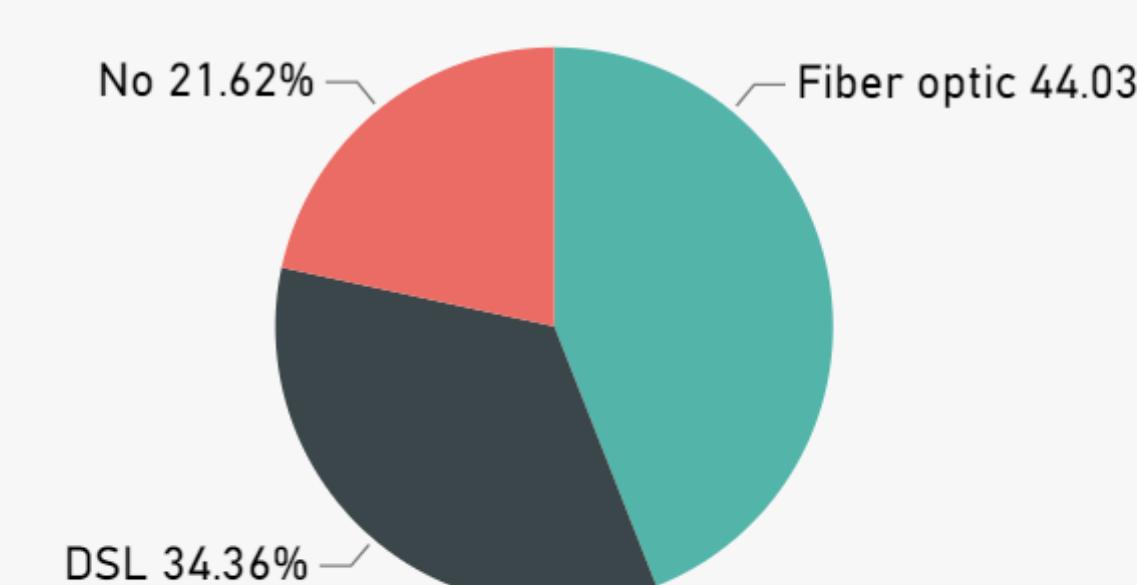


CUSTOMER RISK ANALYSIS

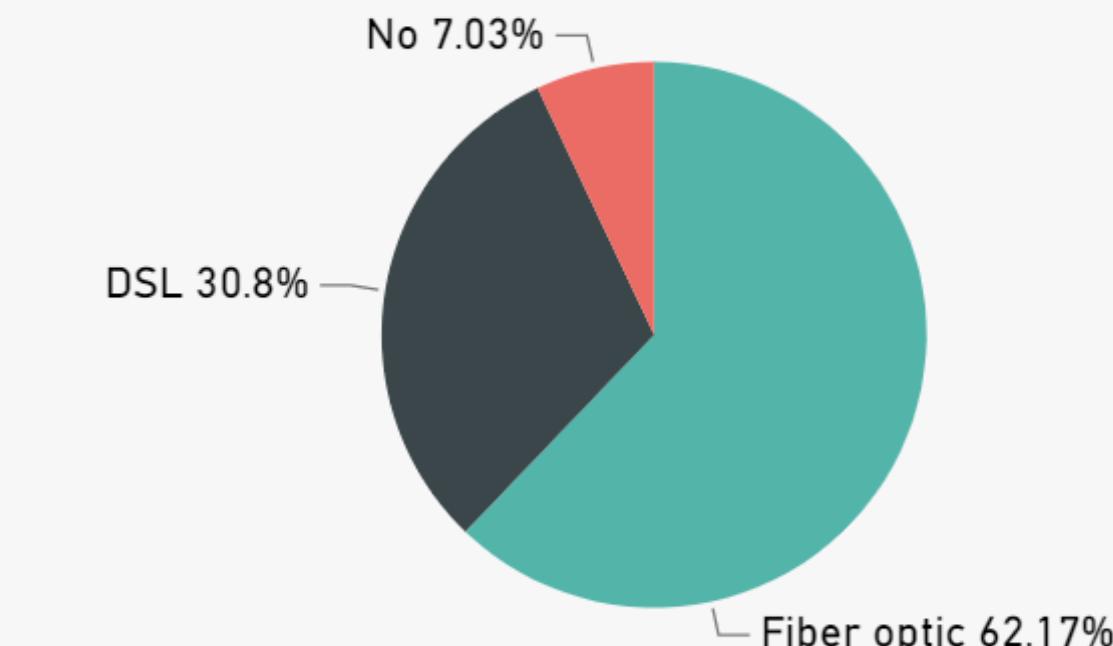
Churn by type of internet service



of customers by internet service



Sum of monthly charges



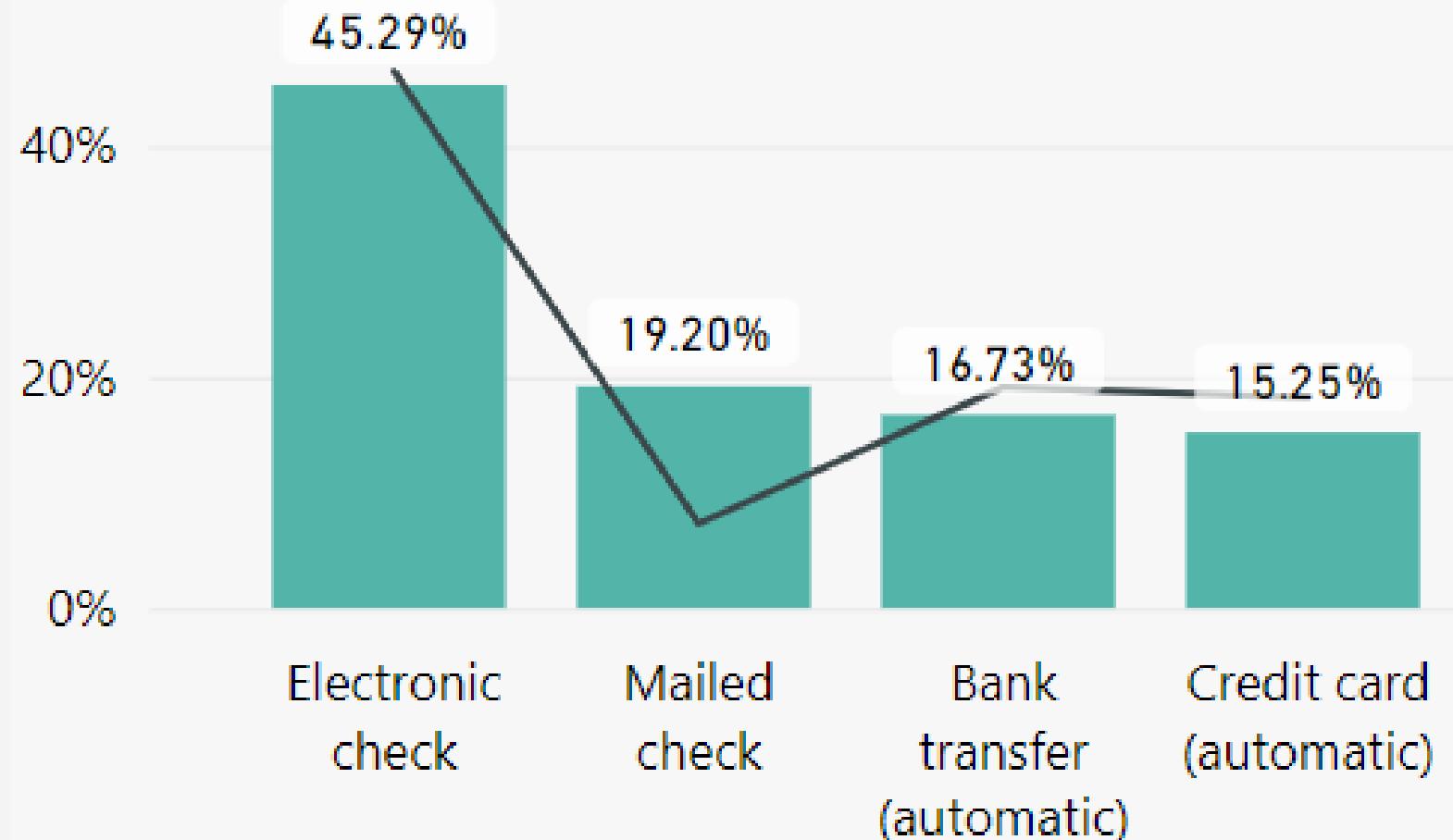
- Fiber optic has the highest churn rate: 41.89%
- The number of registered Fiber optic services accounts for 44.03%
- The monthly cost customers pay for fiber optic service accounts for 62.17%



CUSTOMER RISK ANALYSIS

Churn by payment method

● churn rate ● Sum of Monthly Charges

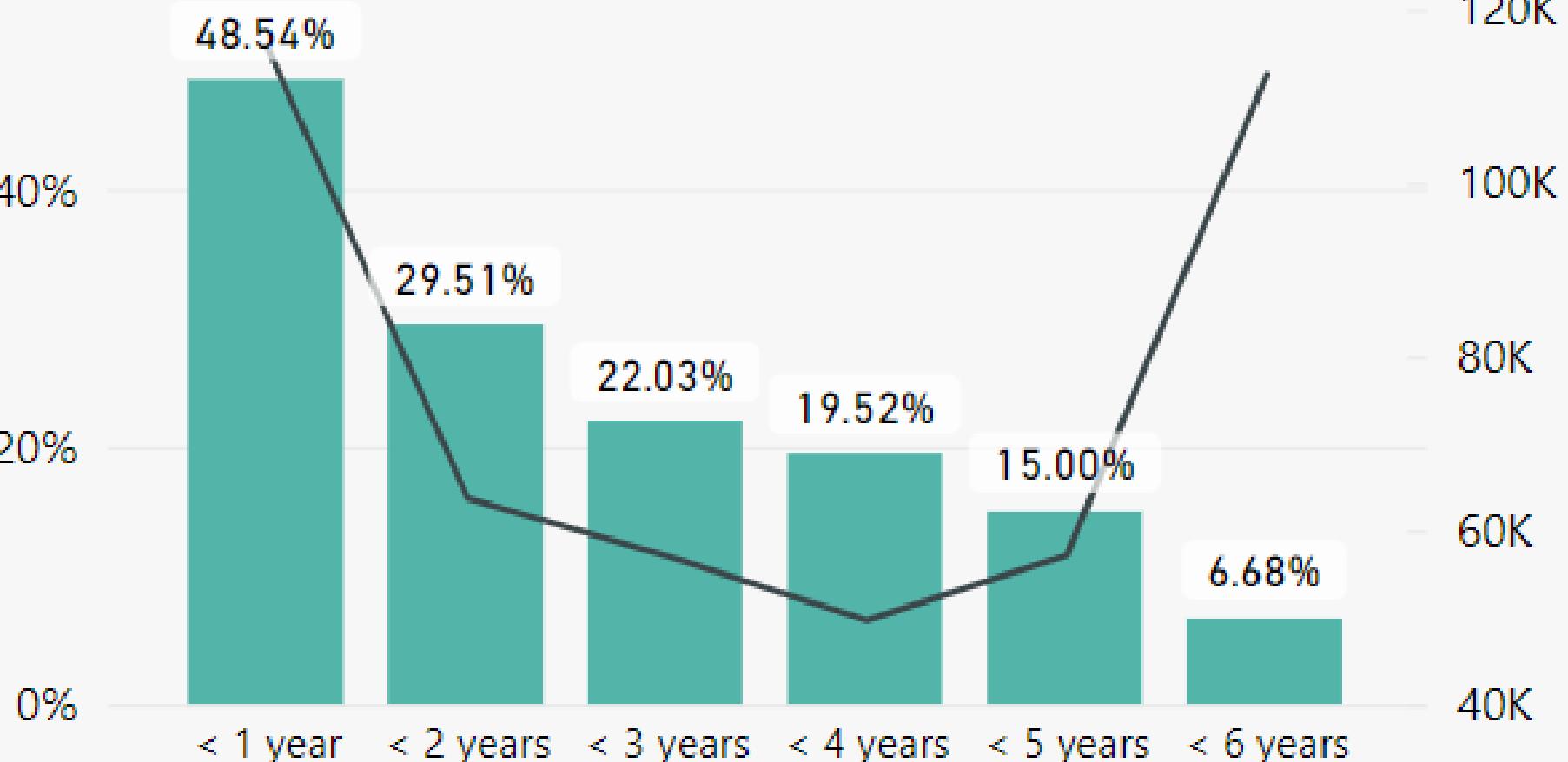


The total monthly cost is paid by the most electronic check payment method but this method has the highest churn rate => Electronic check can be key factor

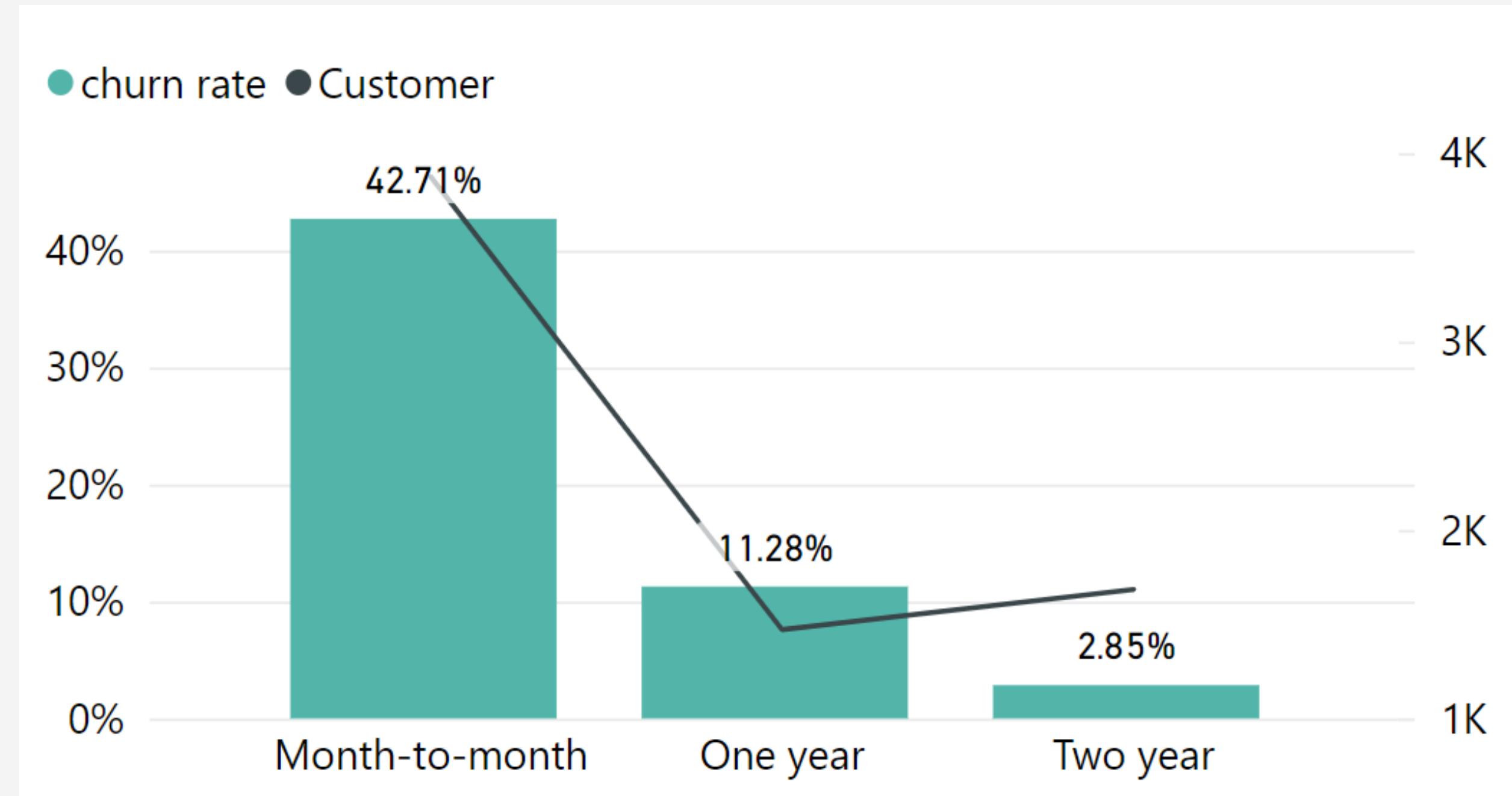
Tenure is inversely proportional to the churn rate => Tenure key factor

Segment of contract

● churn rate ● Sum of Monthly Charges

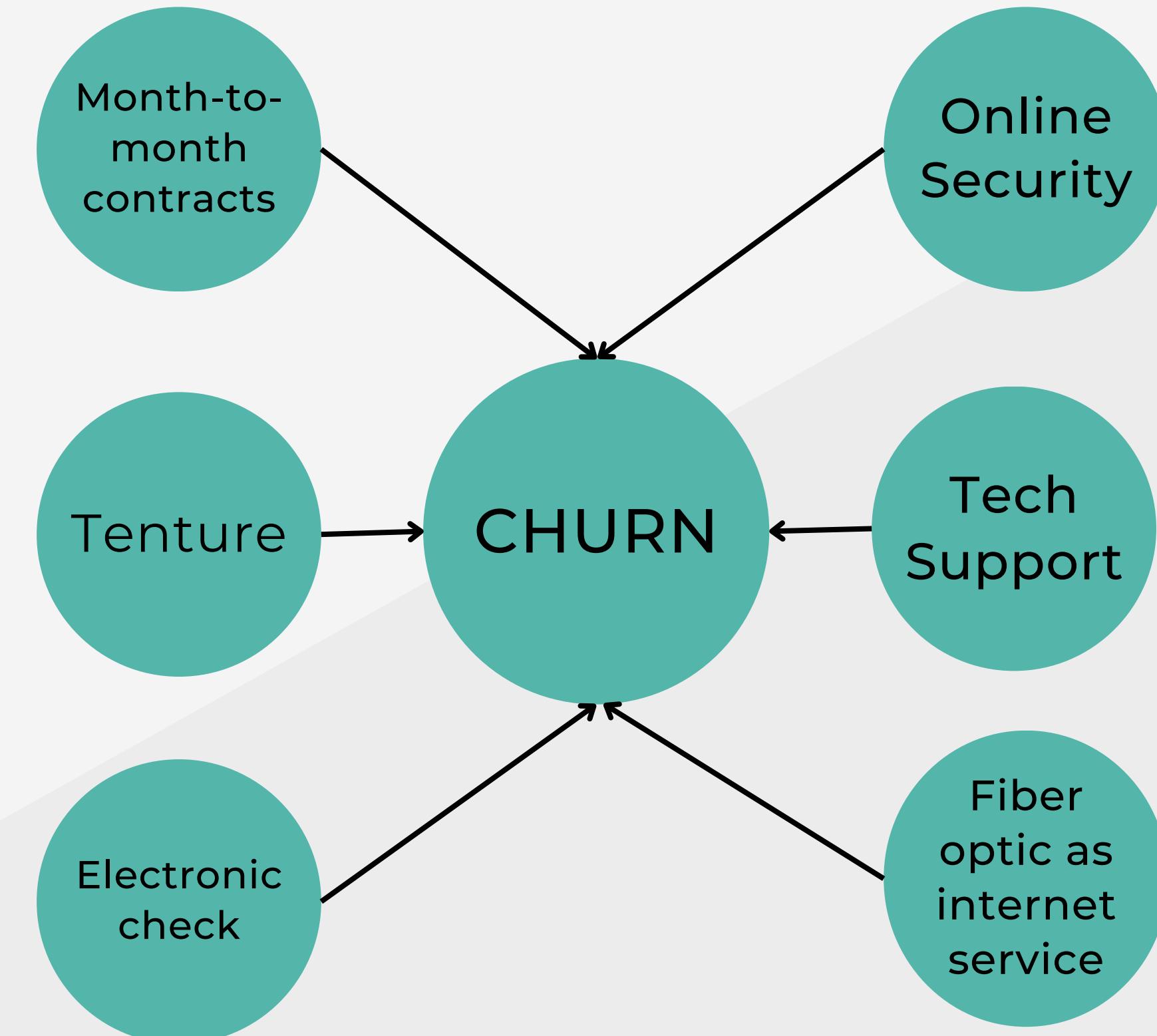


CUSTOMER RISK ANALYSIS



Customers who are signing up for a **monthly contract** account for the **highest number** (3875 customers) and this number of customers also has the highest churn rate (42.71%). => Month to month contract is key factor

THE TOP 6 INFLUENCERS OF CUSTOMER CHURN IN THE COMPANY





FUTURE PLANS



Pay close attention
to new clients(less
than 12 months)

Make one or two-year
contracts more
attractive to
customers compared
to month-to-month
contracts

Inovating online
security

Employ more tech
staff

Diversified internet
services

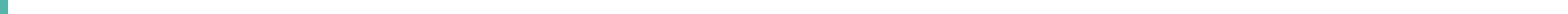
Encourage the
use of automatic
payments

KEY PERFORMANCE INDICATORS

Increase sale of 1
and 2 year
contracts by 5%
each

Increase tech
support capacity
for Fiber Optic
customers

Yearly increase of
automatic
payments by 5%



THANK YOU

