A Targeted AI Outreach Strategy

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Using Causal Inference to Identify Persuadable Members and Maximise ROI.

- **Objective:** Reduce member churn through prioritised outreach.

- **Result:** Identified Top 65% of members where outreach drives value.

- **Impact:** Drives a 5.8% reduction in peak segments, while maintaining a profitable 1.5% lift across the broader campaign (Top 65%)

Finding the "Persuadables"

Focus on identifying those members we can truly influence.

1

Sure Things

Will stay anyway.

Action: Don't Disturb.

2

Persuadables

Will stay only if contacted.

Action: TARGET.

3

Lost Causes
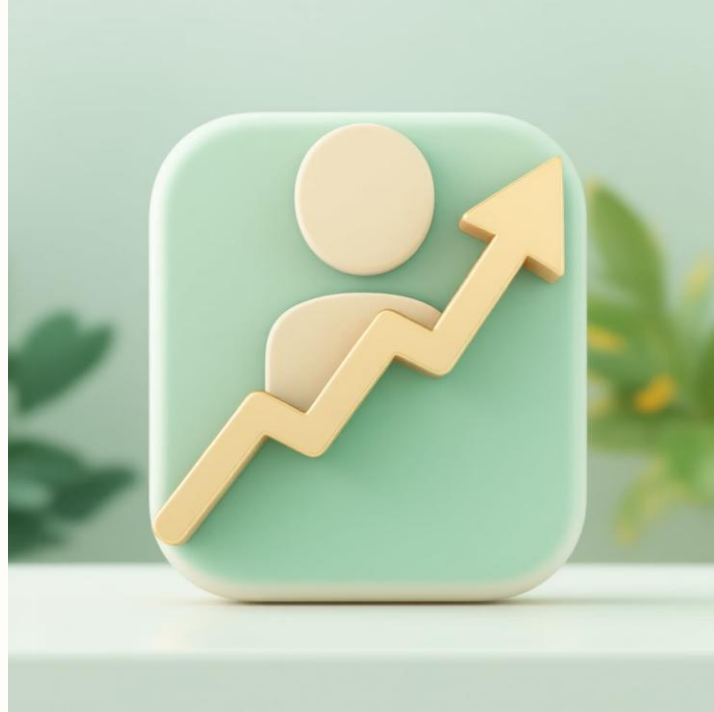
Will leave anyway.

Action: Don't Waste Budget.

4

Sleeping Dogs

Will leave if we annoy them.

Action: Do NOT Call.

- Standard models merely predict risk (who is leaving).
- Our Uplift Model predicts **influence** (who can be saved).
- We focus budget strictly on the **Persuadables**, maximising efficiency and impact.
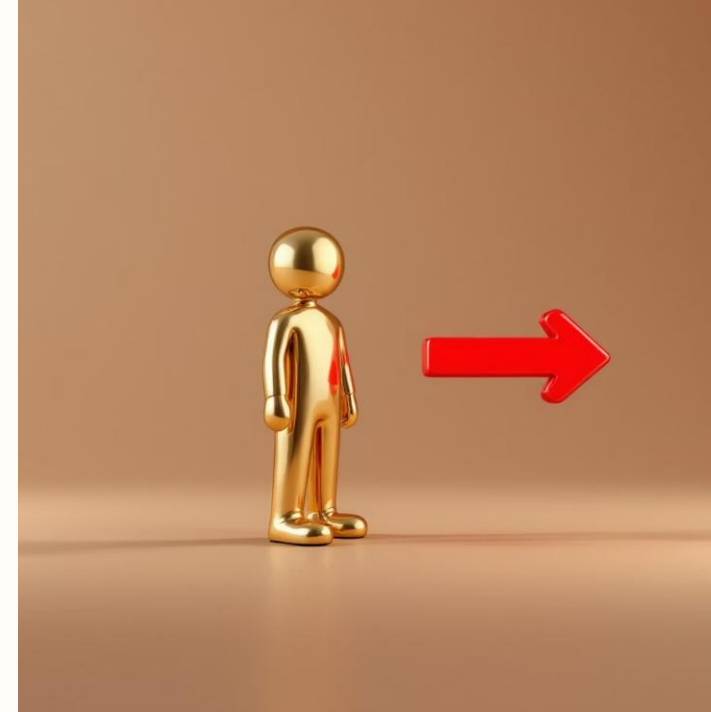
What Drives Member Response? Intent vs. Usage.

Health Seekers

Users searching "Diabetes," "Nutrition," "Cardio."

View outreach as Support.

High Response.

Disengaged/Risk

Users searching "Gadgets," "Games," or "Dogs."

View outreach as Intrusion.

Negative Response.

- Analyzing web/app and claims data to decode member **intent**.

- High usage – not always correlate with high risk or positive response.

- Filtering out "Sleeping Dogs" (users researching cancellation) – to avoid triggering faster churn and wasted effort.

Determining the Optimal Outreach Size

Optimization Model: Maximizing Total Net Members Saved
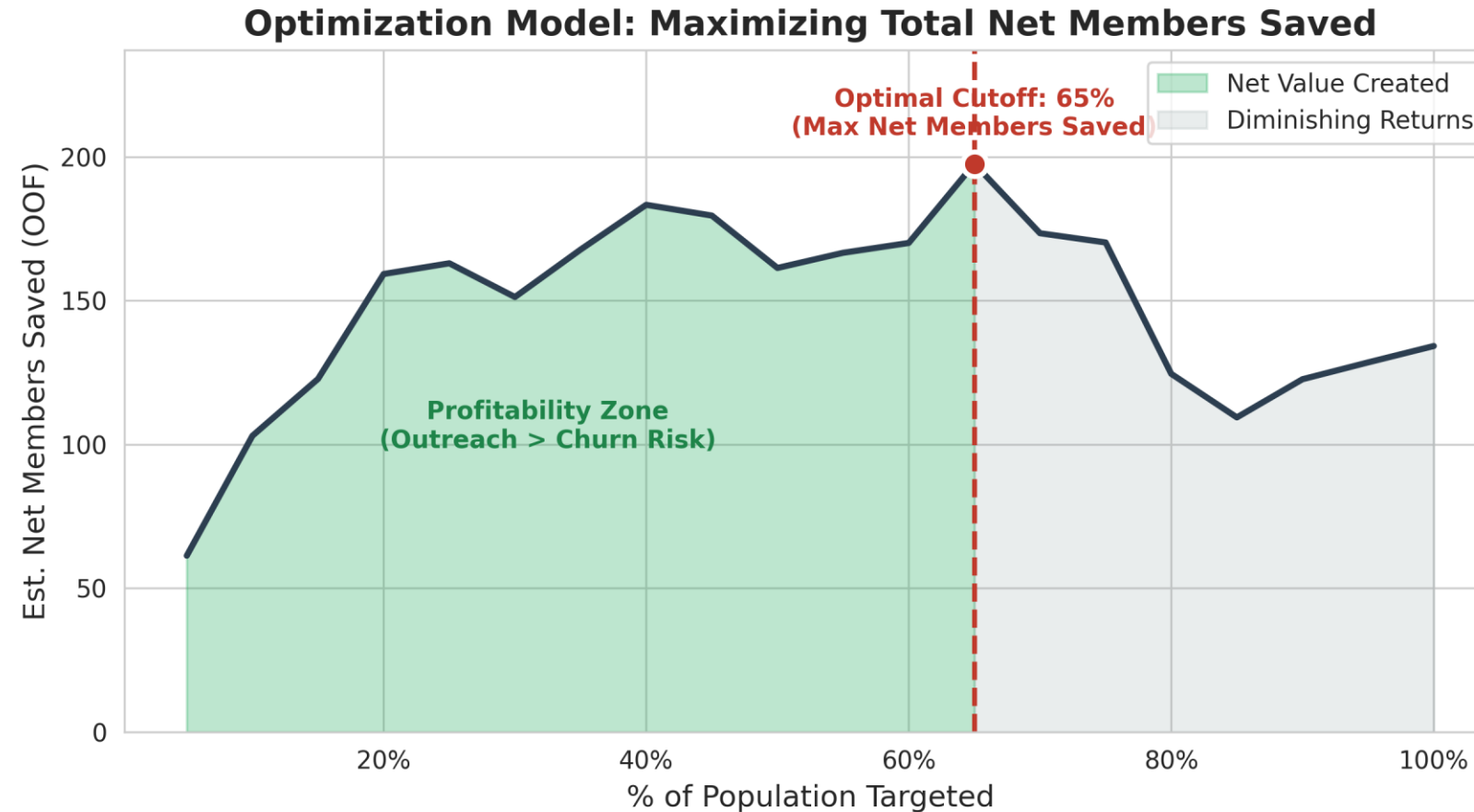
- **Objective:** Optimized for Total Net Members Saved (Volume) to leverage marginal outreach costs.

- **The Peak (65%):** Outreach generates cumulative value up to this point, capturing the global maximum of persuadable members.

- **The Decline:** Beyond 65%, the curve drops, proving that further outreach destroys value by triggering "Sleeping Dogs."

- **Decision:** Cutoff set at **65%**, securing maximum impact before the strategy becomes detrimental.

Validated Business Impact

Outreach Impact Analysis: Efficiency vs. Volume
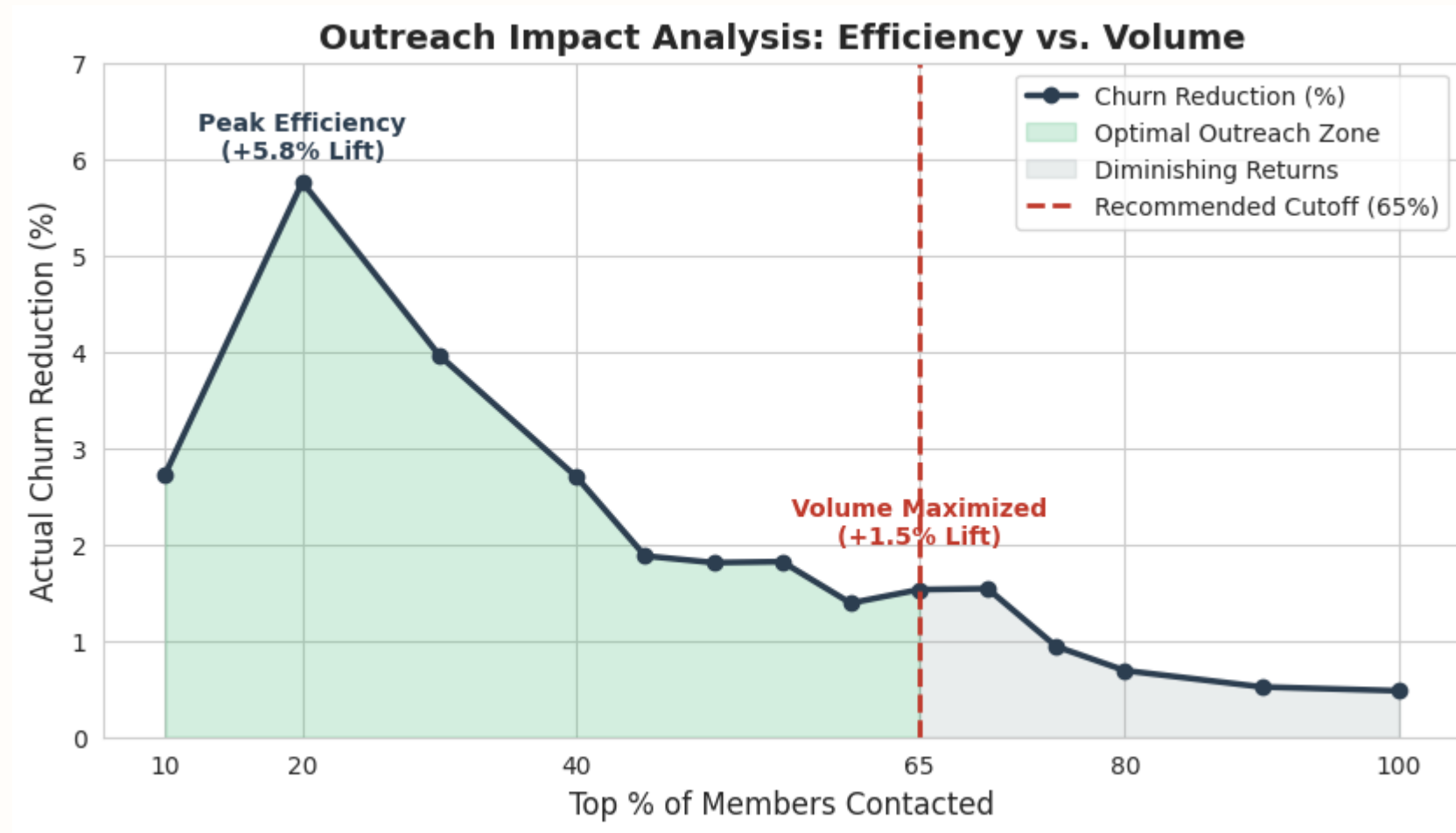
- **Peak Efficiency (Top 20%):** Identified hyper-responsive members where outreach drives a massive **5.8% churn reduction**.

- **Volume Strategy (Top 65%):** Expanding the target list triples the total customers saved while maintaining a **robust >1.5% lift**.

- **The Cutoff:** Impact drops below 1% after the 70% mark; we stop at 65% to maximize volume without hitting diminishing returns.

Ready for Deployment

Our data-driven approach to churn reduction offers a clear path to enhanced member retention and optimised resource allocation. The insights are clear, the strategy is validated, and the impact is measurable.

We are confident this AI-generated outreach list will empower WellCo to achieve its strategic goals, focusing efforts where they matter most and driving sustained growth.