

CUSTOMER CHURN PREVENTION

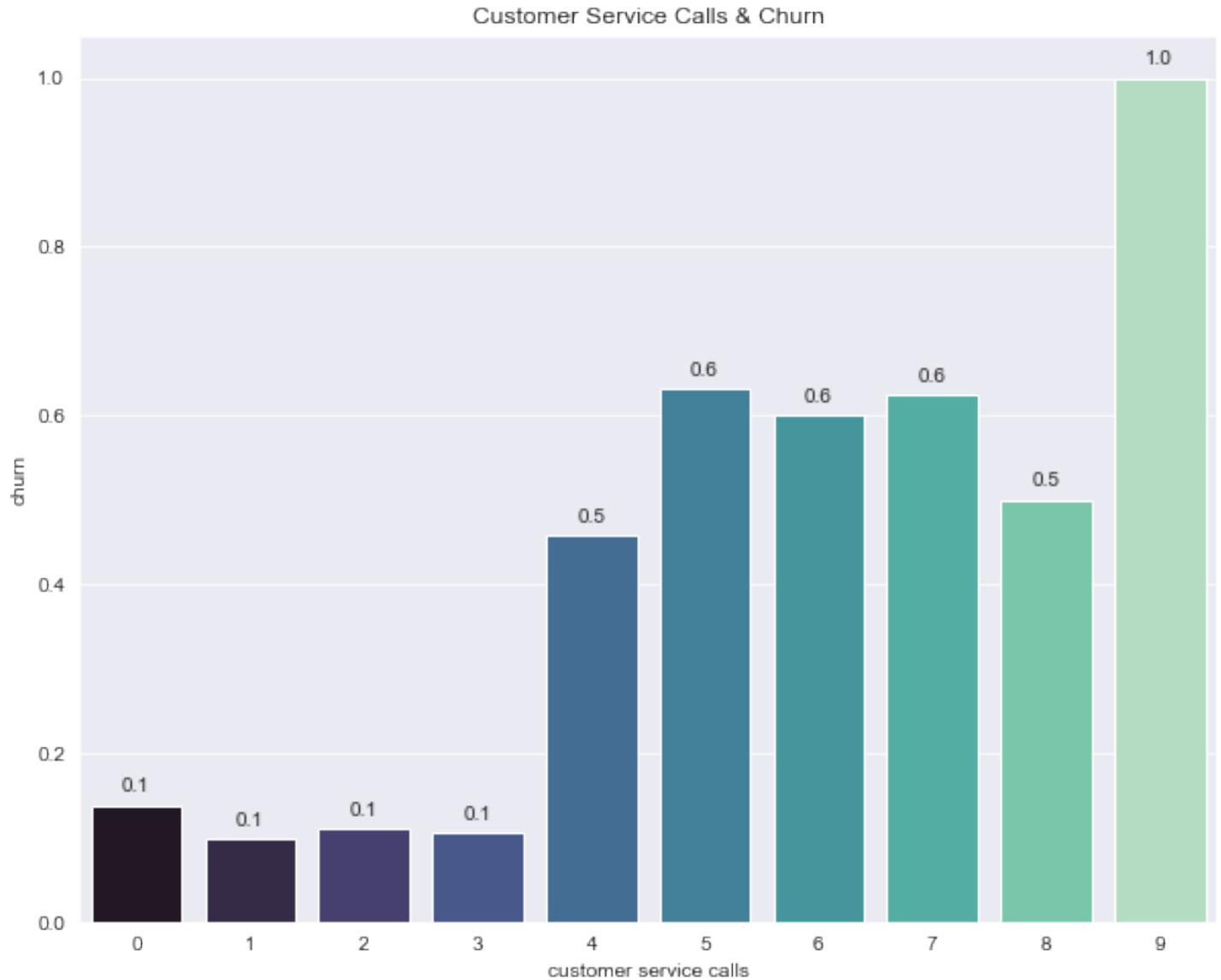
SYRIA-TEL COMMUNICATIONS

OUTLINE

- 1. Customer Service Calls (sign of potential customer unhappiness/churn)**
- 2. Plan Usage**
- 3. Churn Across Different Locations**
- 4. Predicting & Preventing Churn**

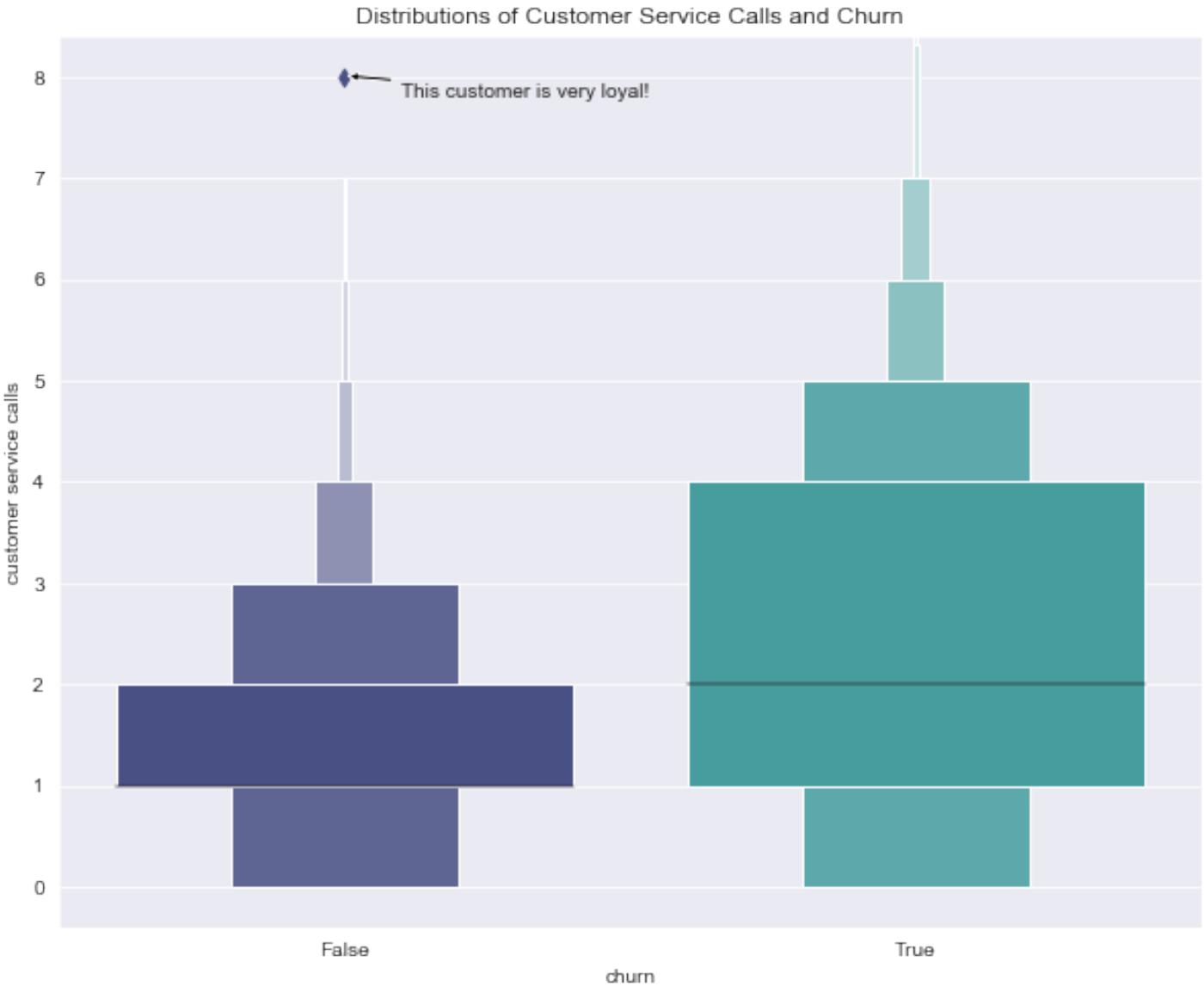
CALLS TO CUSTOMER SERVICE

Big increase in churn
after 3 calls to customer
service



CALLS TO CUSTOMER SERVICE

1. Majority of customers who did not churn placed 1-2 calls.
2. The customers who DID churn placed 1-4 calls



RECOMMENDATIONS



Revisit customer service protocol



Offer a large incentive/discount to customers making more than 3 calls to customer service

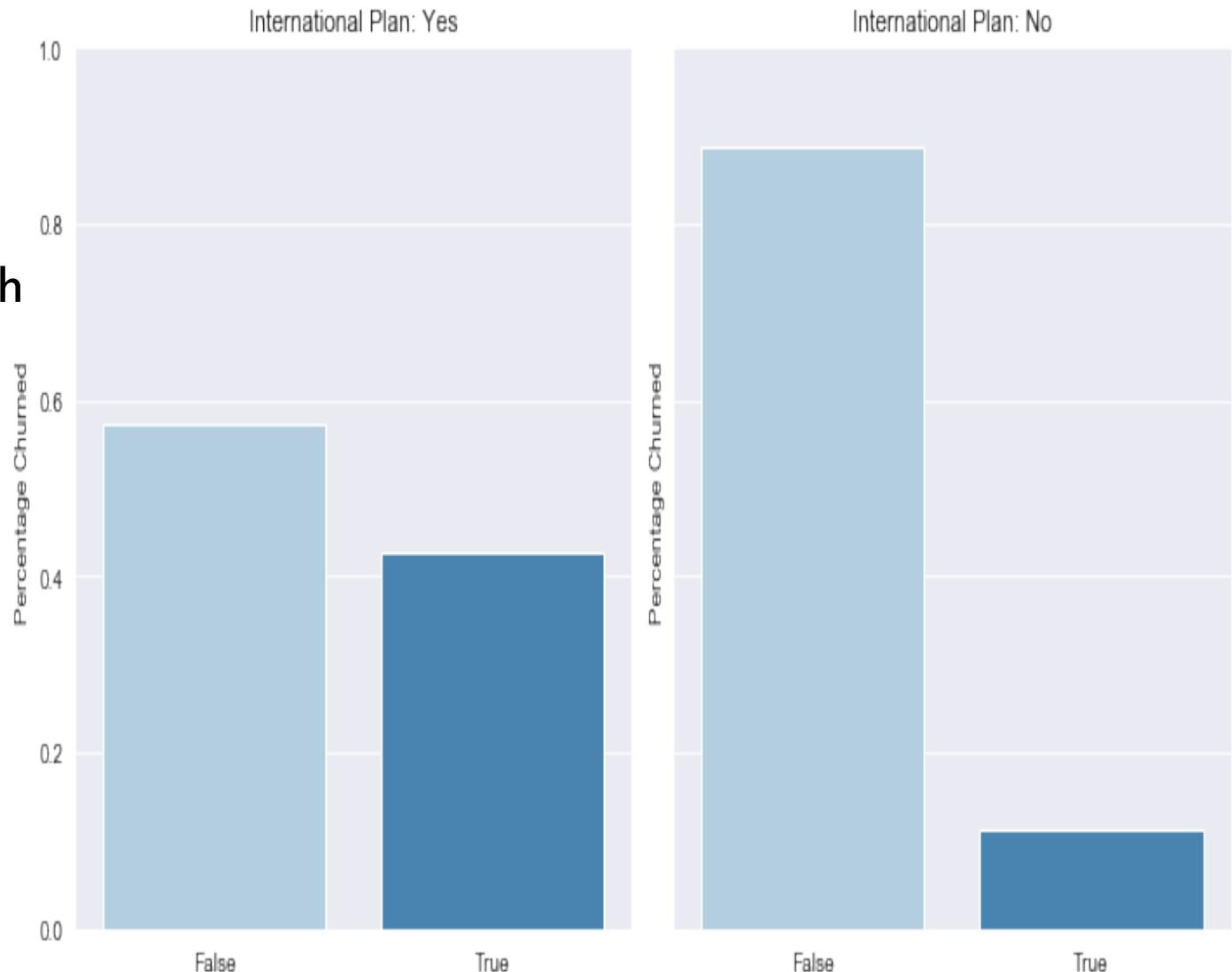
PLAN USAGE

Day Rate	Evening Rate	Night Rate	Intl Rate (Plan)	Intl Rate (No Plan)
\$0.17/min	\$0.08/min	\$0.04/min	\$0.27/min	\$0.27/min

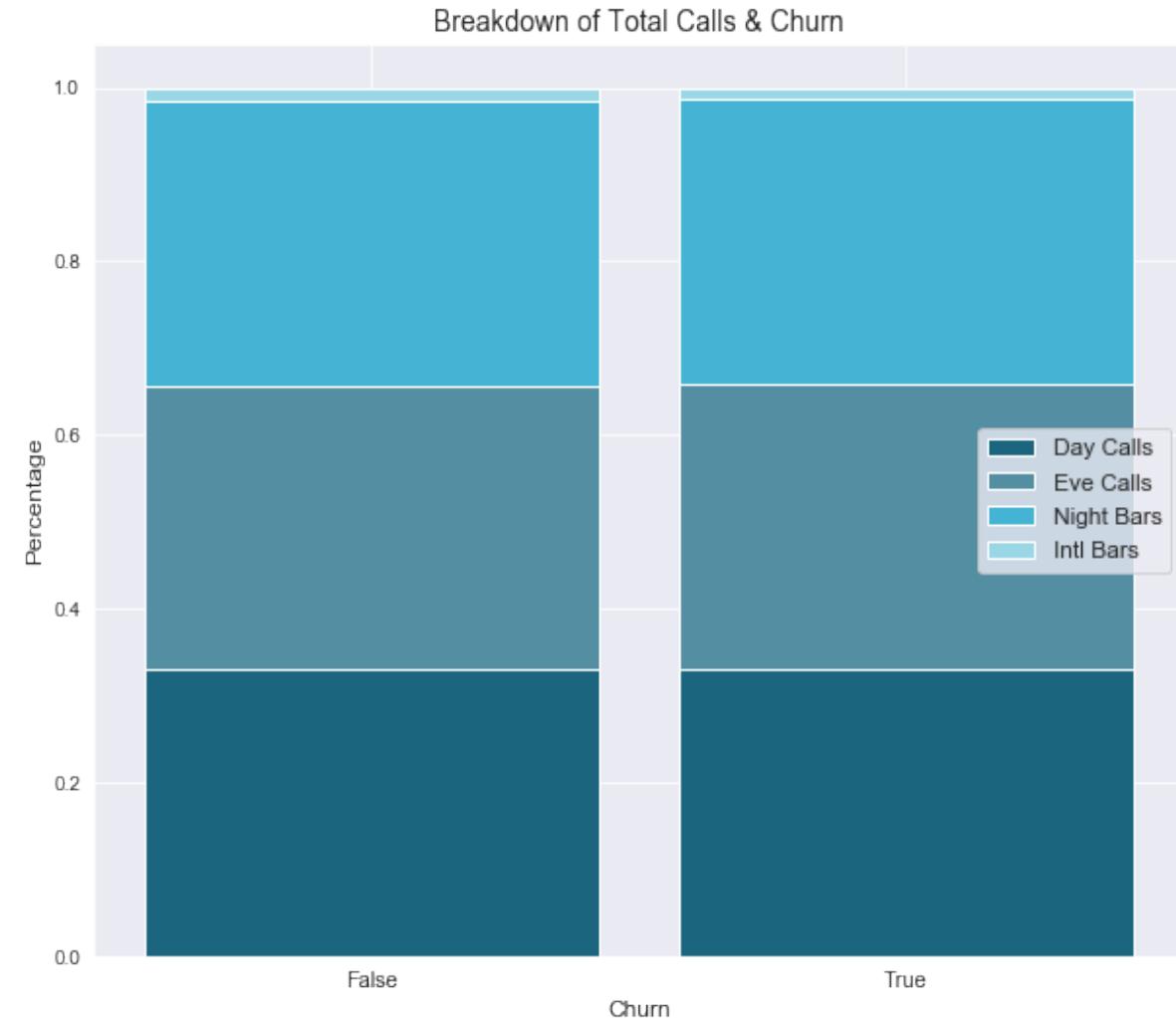
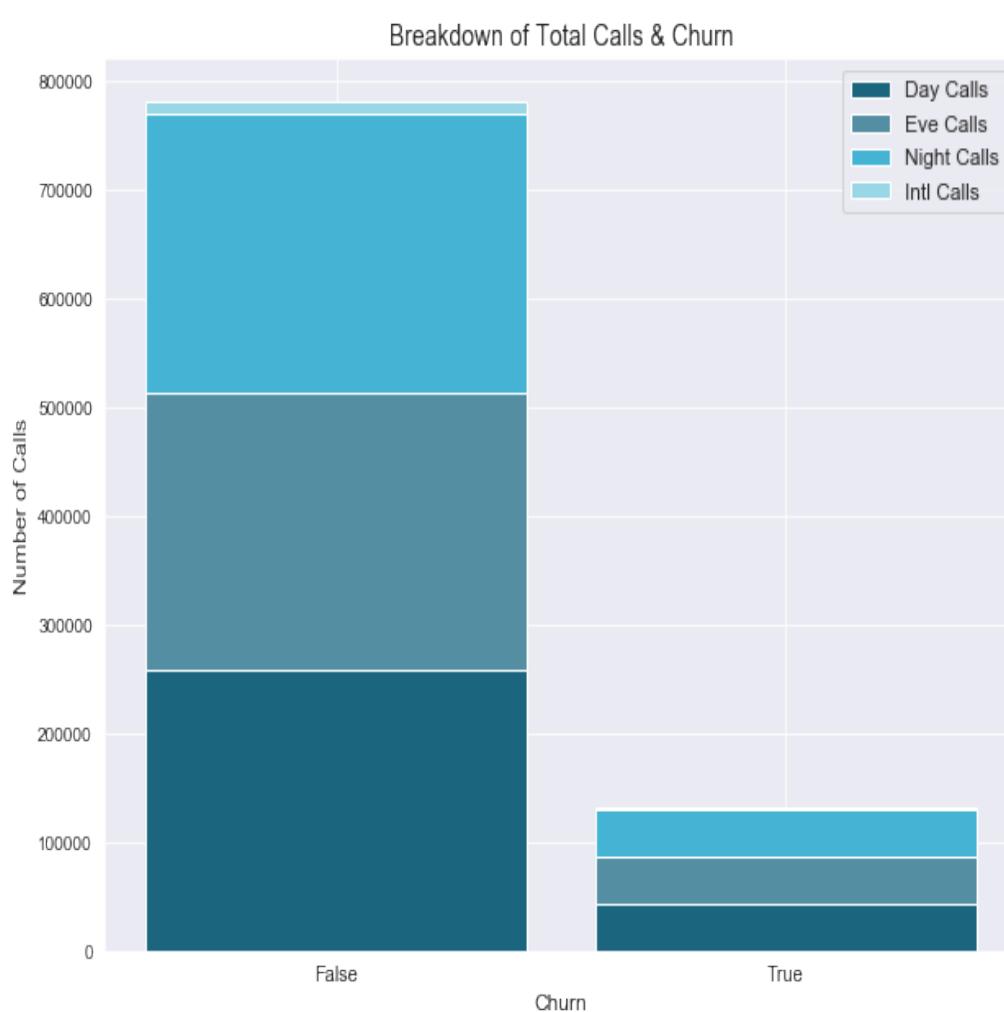
Notice that international rate is same with/without an international plan

INTERNATIONAL PLAN

Higher percentage of Churn with International plan customers



WHAT KINDS OF CALLS CHURN CUSTOMERS ARE MAKING?



There is virtually no difference between churn and the percentage of day/eve/night/intl calls

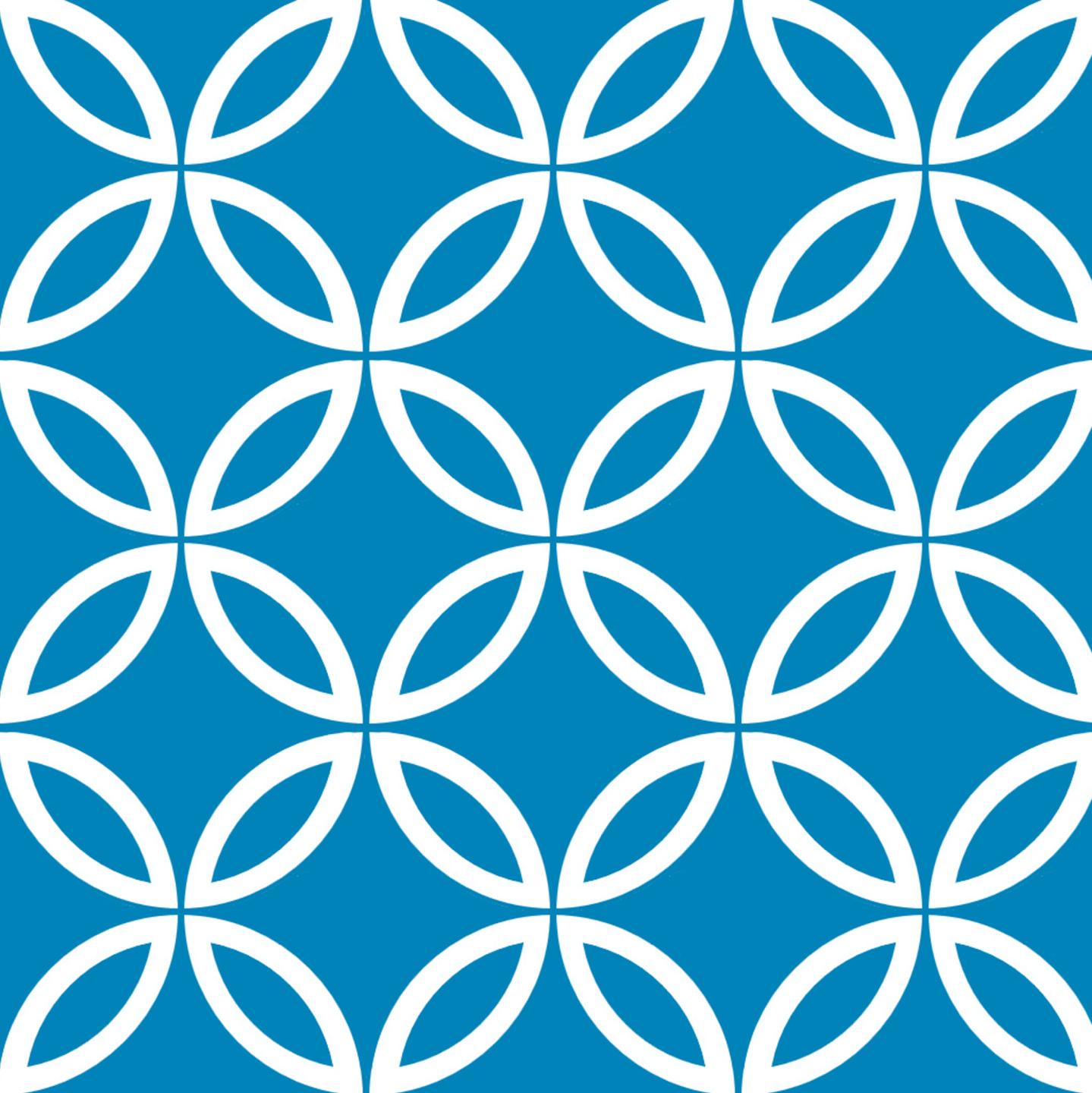
RECOMMENDATIONS

Change the rates for international minutes.

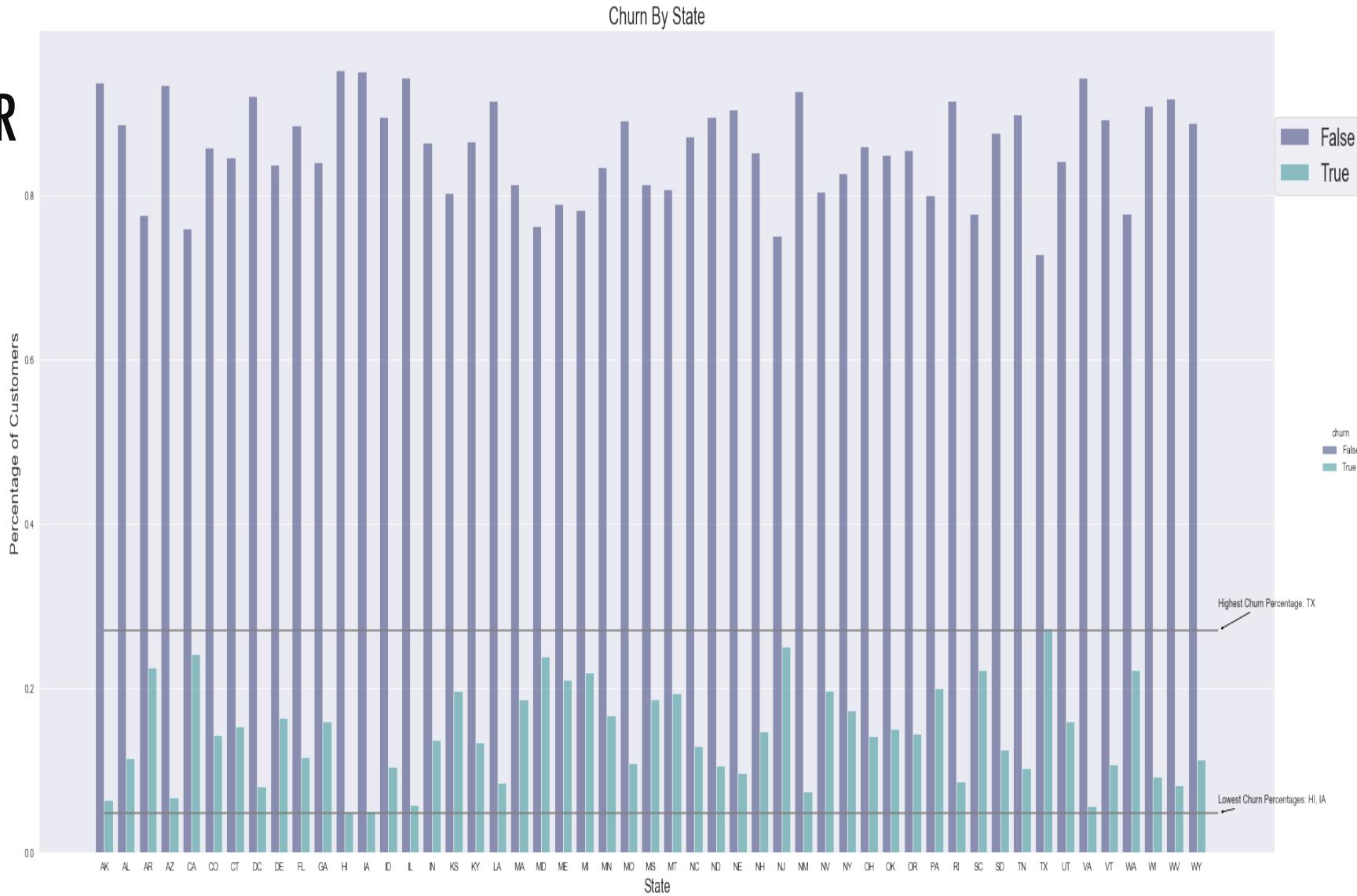
If a customer has an international plan, they should

have cheaper rates for international calls than a

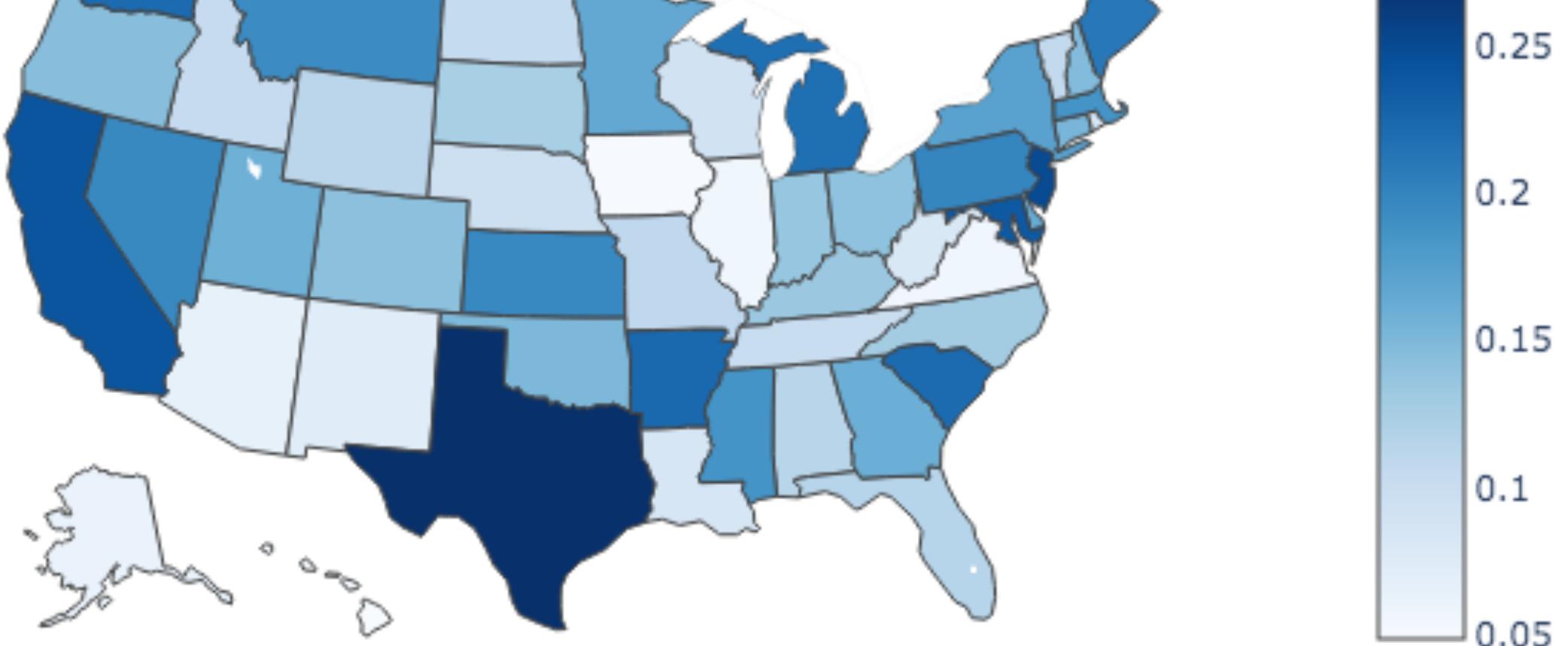
customer without an international plan



CHURN & CUSTOMER LOCATION



Highest churn in Texas | Lowest churn in Hawaii and Iowa



CHURN & CUSTOMER LOCATION

Highest churn in these states could indicate more competition

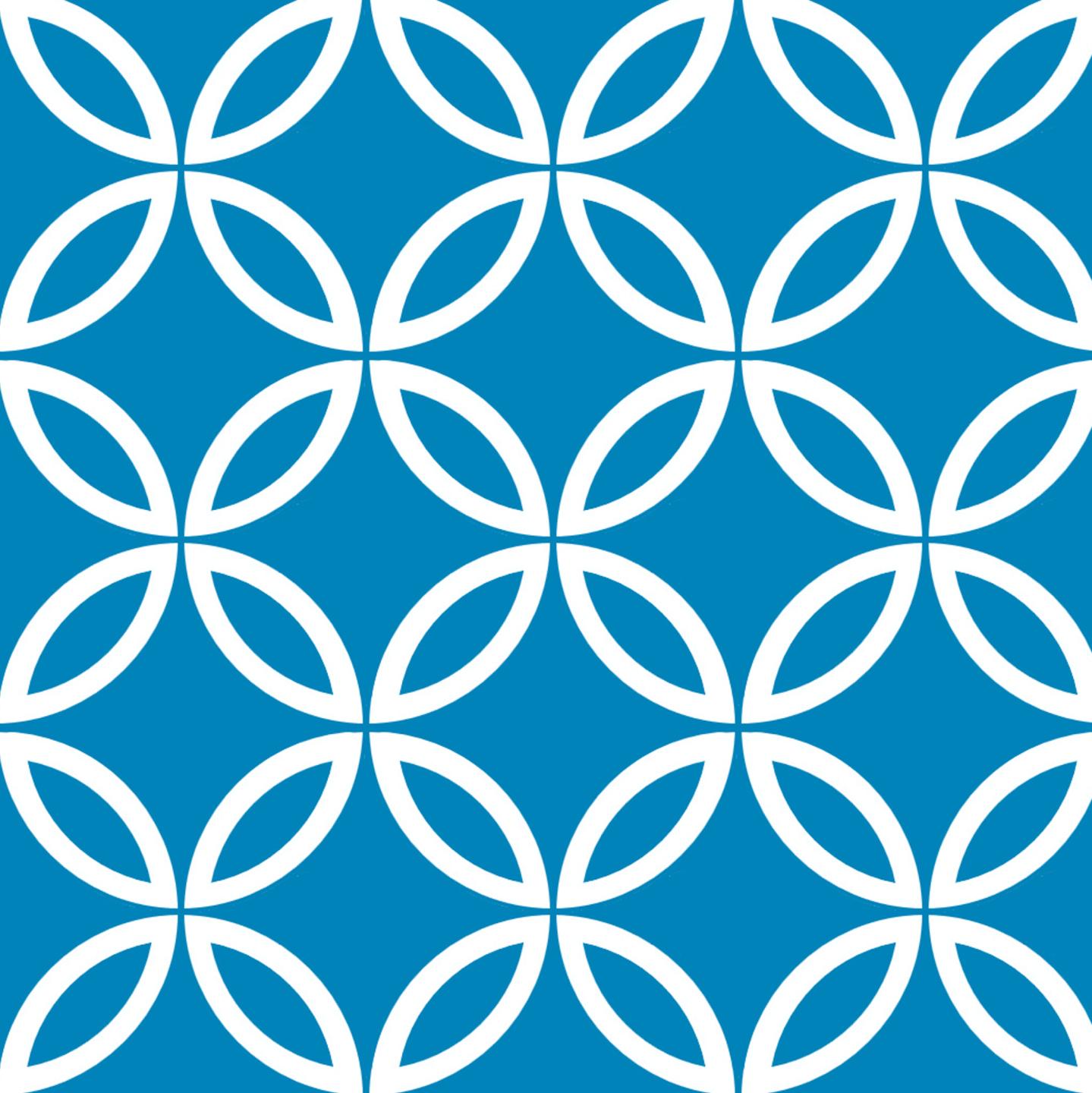
RECOMMENDATIONS

Look into competitors in states
with high churn to see

if they are offering introductory
offers

Look into the cell signal in these
states to see if there

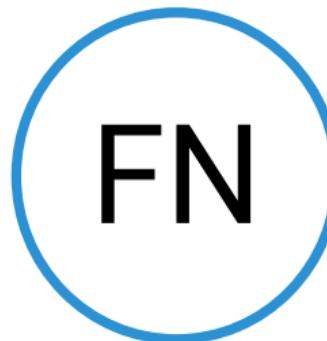
are any dead zones contributing
to the higher churn



CONFUSION MATRIX ANALYSIS

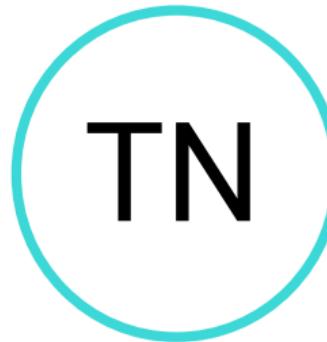
FALSE NEGATIVE

We labeled them as 'not going to churn' when they actually churned.



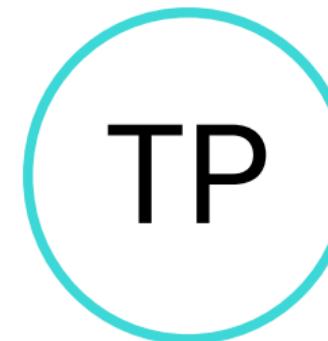
TRUE NEGATIVE

We labeled them as 'not going to churn' and they did not churn.



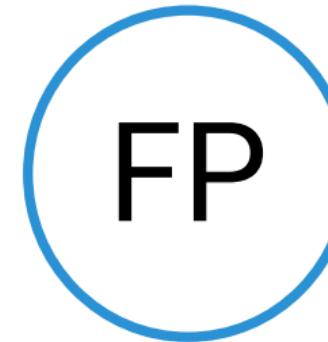
TRUE POSITIVE

We labeled them as 'going to churn' and they did churn.



FALSE POSITIVE

We labeled them as 'going to churn' but they actually stayed.

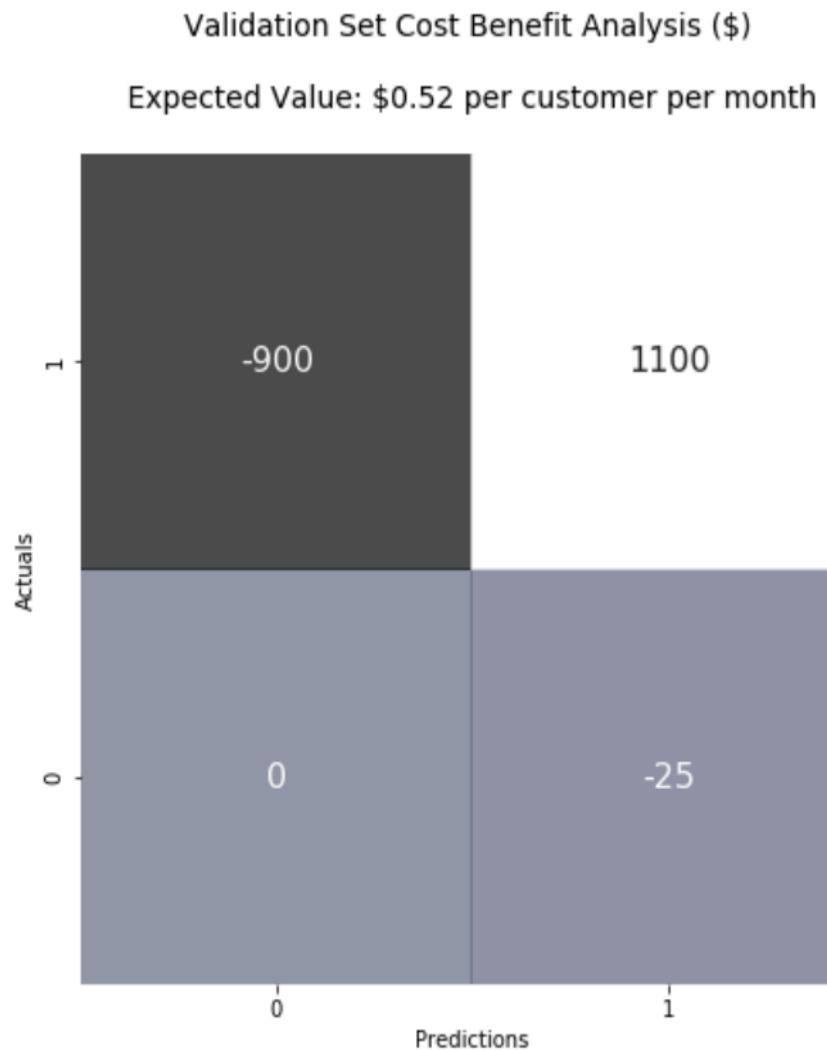
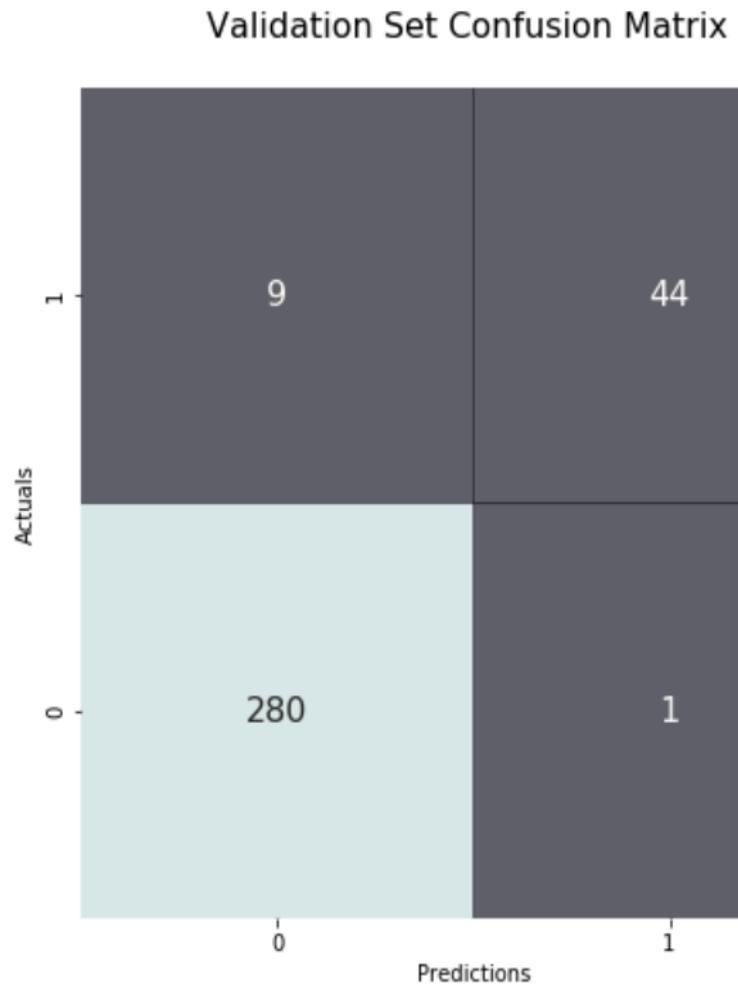


COST OF A FALSE POSITIVE VS FALSE NEGATIVE



BENEFIT OF A TRUE POSITIVE VS TRUE NEGATIVE





CONCLUSION & FUTURE WORK

In conclusion we need to work on 3 main areas :

1. Customer Service
2. Intl. Plan
3. Competition

Future Work:

- More data regarding competitors
- More data on cell signal across the US
- Continue to improve models recall

THANK YOU

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