

Increase Revenue Through Improved Customer Retention

Introduce Churn Prediction and Create Efficient and Personalized Retention Campaigns Using Big Data Analytics

The *average* communication provider on mature markets loses up to **10%** of its customers annually, while those on less developed markets can even face up to **40%** churn

TM Forum Framework Technical Report 202, 2014



Solution Overview

Acquiring new customers can cost 5-7 times more than retaining current ones, so employing user-behavior data that you already have in various systems would enable you to analyze usage patterns and detect factors which lead to increased churn.

With big data analytics tools you can predict high churn risk scores and automate creation of targeted, tailor-made customer retention campaigns, resulting in reduced churn, increased customer loyalty, and increased revenue from existing users.

The probability of selling to a new prospect is **5-20%**, while selling to an existing customer has the probability of **60-70%**

"Marketing Metrics: The Definitive Guide to Measuring Marketing Performance", Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, David J. Reibstein, 2010

Solution Benefits



Reduced Churn Through Churn Risk and Motivation Prediction

The platform allows the churn/retention manager to understand why a particular customer is likely to churn. As a result, rather than using a broad, untargeted approach an offer can be tailored to the specific customer increasing the likelihood of retention.

Increased Revenue per Customer

Delivery of highly personalized offers to unsatisfied customers with a high churn risk can completely overturn the situation and provide you with a chance for upsell and develop new value-added services on top of revenue from reduced churn.

Improved Customer Satisfaction and Loyalty

By providing customers with a personalized experience and the attention that they seek, you'll be significantly improving customer satisfaction indexes and increasing loyalty, ultimately resulting in extended customer loyalty and increased revenue.



A **5%** increase in customer retention can lead to an increase profits starting from **25%**

"Prescription for Cutting Costs", Bain & Company, 2011

The Technology Behind the Solution



By using advanced data mining and analytic solutions, such as IBM's SPSS modeler and Cognos business intelligence tools you'll be able to successfully create churn prediction and prevention models, used to preserve and enhance existing revenue sources.

The People Behind the Solution



If you are interested to find out more on how Big Data can help you achieve more with existing resources by using intelligent solutions, contact our experts. They'll work with you as consultants and valuable allies on creating the best solution for your business, enabling faster return on investments and further business development.