



Case Study

Reduction in Customer Churn Rate (and Campaign Cost) for a Leading Telecom Player

About the Client

- The client is one of the largest European telecom providers with presence across multiple geographies. It has ~10 M customers
- The client did not have any existing frameworks to identify high risk subscribers. They proactively wanted to take mitigation steps by identifying the subscribers who are likely to churn

Business Objective

- The client wanted to design and implement appropriate steps to reduce the high customer churn rate by understanding the churn pattern of its subscriber base and the propensity of a subscriber to churn. Its goals were:
 - Reduction in churn rate of the subscriber base
 - Increase in the ROI from campaigns
 - Identification of the factors responsible for churn

Results & Value Add

RocSearch helped the client realize:

- Marked reduction in churn rate
- Decrease in campaign cost by 20%

Research Methodology and Approach

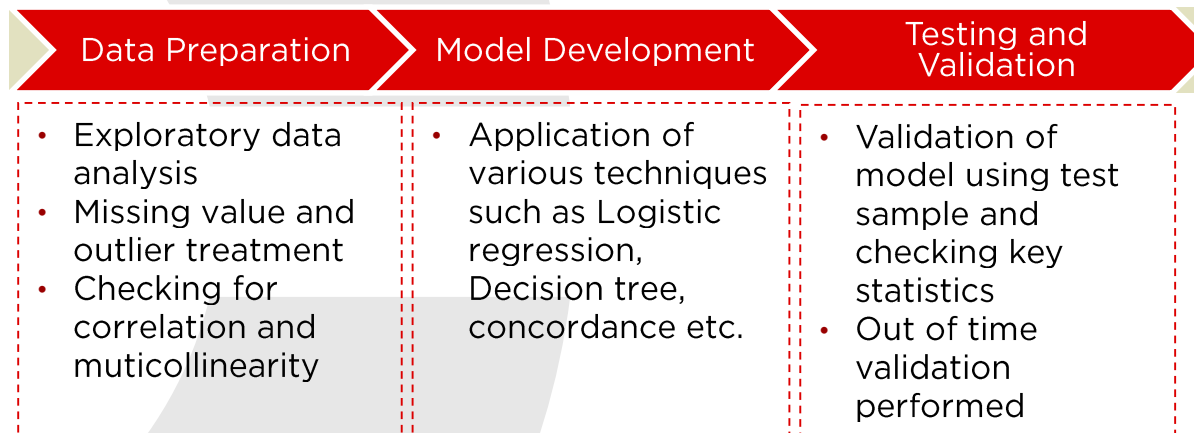
Data Analysed

Various data points such as demographics, contact information, product and services availed, offer/plan detail, months in service, bill amount, payment history, inbound and outbound call details, handsets used and service features were analysed

RocSearch Approach

- Selection of appropriate modelling technique
- Generation of a scoring mechanism to identify customers at risk of churn using advanced statistical techniques, such as logistic regression

Methodology: Creation of a churn model with right inputs





rocsearch
advantage through intelligence

Contact Us

Business Enquiries – sales@rocsearch.com

General Enquiries – info@rocsearch.com

www.rocsearch.com