

Churn management

Rising customer expectations and a seemingly endless variety of product and service providers lead to a decrease in customer loyalty and rising customer expectations. Loyalty and churn management are key factors in maintaining valuable customer relationships and proactively preventing customer churn.

Procedure



1. As-is analysis and definition of required data & scope



2. Data analysis, -consolidation to identify descriptive profiles



3. Development and implementation of a predictive analytical model



4. Introduction of tailor-made churn management measures

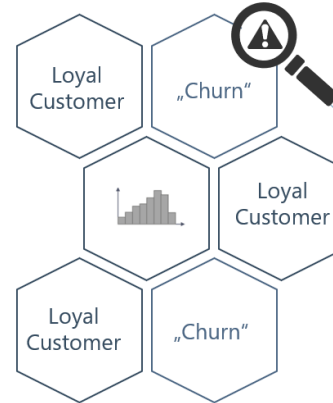
Procedure

- Identification of **churn events** and **description of customer profiles**
- Development of **predictive analysis models** for forecasting migration probabilities
- Implementation and analysis of **loyalty measures**
- Derive **proactive activities** and implement a **holistic customer loyalty strategy**

Added value & benefit

- Develop **proactive customer loyalty activities**
- Focus on **high-value customer segments** by linking churn probabilities to customer value
- Immediate monetary value based on the fact that **preventing churn** is more **economically efficient** than attracting new customers

Solution approach



Customer Specific Characteristics

- Socio-demographic e.g. age, education
- Number and frequency of transactions
- Account balance
- Product variety/number
- Interaction with customer service (frequency, complaints, unresolved issues, etc.)