

# Churn Prediction – Calling Circle Behaviour

Understand how changes in calling circle relationships affect the likelihood of subscriber churn...

## Problem

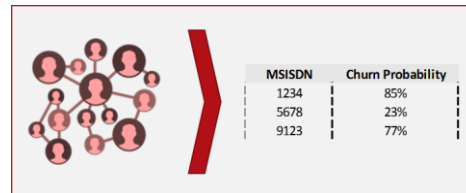
- How does calling circle behaviour affect churn rates?
- What are the triggers that can lead to a subscriber moving to a competitor network?
- What offers can help strengthen calling circles on the network?

## Industry experience

- One of the largest mobile operators within Africa.

## Solution

- Analyse both mobile originating and mobile terminating Voice and SMS behaviour of subscribers.
- Track changes in On-net vs. Off-net behaviour over time.
- Analyse key differences between the calling circle behaviour of churn subscribers and active ones.
- Identify which subscribers have had a notable change in behaviour and are likely to churn.
- Target these subscribers through CVM intervention.



## Value

- Identified behavioural triggers in specific calling circles which indicated higher churn risk.
- Identified customers with a high propensity to churn for immediate action.
- Designed campaigns for proactive targeted intervention to incentivise On-net behaviour, and reinforce calling circle 'stickiness' on the network.