

Churn Prediction Modelling

Analyse behavioural patterns and network experience to predict the probability that a subscriber will churn...

Problem

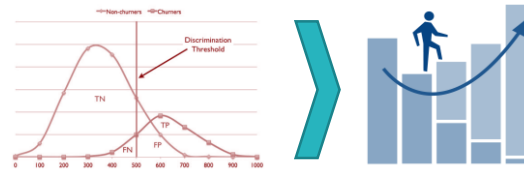
- How can I predict which subscribers are likely to churn?
- What are the key drivers of churn?
- How do I align CVM initiatives to address subscriber churn?

Industry experience

- One of the largest mobile operators within Africa.

Solution

- A statistical customer segmentation model was built to identify unique subscriber segments.
- Using usage patterns (voice, SMS and data) as well as network experience by location, a churn model was developed per segment.
- Models were automated and validated to ensure accuracy.
- Subscribers with a higher propensity to churn were ranked, and rewards / offers were aligned with the needs and behaviour of the segments.



Value

- There was a noticeable increase in retention rates.
- Rewards / offers had a high take-up due to their relevance to the segments.
- Many HVC were retained which contributed towards the embedded value of customers.
- From a customer experience perspective, communication around network issues was also improved as this was a key driver of churn in certain areas.