Customer Churn Predictor

Increasing customer loyalty with predictive analytics

A client was concerned at high customer churn rates – they lost approximately 15% of their accounts each year. Their brand image suffered and sales teams spent a lot of time resolving customer complaints instead of selling.

Requirement

Our client wanted to increase customer satisfaction by improving service quality and consistency. To help achieve this they required a predictive tool that identified 'at risk' customers & the reasons for the at risk status so they could resolve issues and prevent customer churn rather than merely respond to it.

Solution and results

Data sources from a variety of customer touch points (sales, customer service, operations, pricing, billing, e-commerce) were consolidated to create a model that predicted the likelihood of a customer leaving and a ranking of most 'at risk' customers. The model offers explanations for each risk rating, giving sales the opportunity to research possible corrective action before meeting the customer.

The solution has been successfully piloted in the USA, customer churn rates have fallen by 18% and the solution is being rolled out to additional countries.

- **VMWare Virtual Server**
- **OS: Red Hat Enterprise Linux**
- **DB: Oracle**
- **Middleware: Apache Tomcat, Java**
- **Frontend: Angular**