

Future  Analytica
No Code , Enabled.

*Telecom
Customer Churn*



Problem statement



Customer churn in the telecommunication industry poses one of the most important risks to loss of revenue. With low switching costs and numerous alternative providers, customer satisfaction is the most effective way to reduce churn in the telecommunications industry. And the most effective way to improve the customer experience is to take full advantage of the vast stream of rich telecommunications customer data. From a profitability and competitive perspective, telecom marketers, customer service managers, analysts, data scientists, and executives harness the power of big data analytics to predict, identify, automate and troubleshoot the root cause of high churn rates.

With FutureAnalytica one can understand the key benefits through the right churn analysis

- Why do customers churn? What are the main causes of customer dissatisfaction? One can tackle this with Descriptive and Diagnostic analytics
- How do you find out which customers will churn in the coming months? One can answer this with Predictive analytics
- What should one do to minimize churn? Prescriptive analytics is the key to this
- Prescriptive analytics: aims to determine the right decision or solution
- Diagnostic analytics: attempts to explain why something is happening



Client Challenge:

A subscription-based telecom service provider had identified an unexpected surge in the subscription churn but was unable to detect nor predict, why or who might churn in the future. The service provider relied on ineffective and generic re-engagement tactics that did not improve ROI.

Solutions:

With FutureAnalytica, in just a few minutes a fully trained AI model analyzed the large data sets of customer behavior and predicted which customers are likely to churn. It provided a preventative retention strategy with demographics, time, product engagement, and more. These predictions were fed directly into the service provider's CRM system in real-time. It develops accurate models for B2B outbound sales efforts or network optimization which are likely to be most profitable and ultimately reduce your churn rate and increase revenues.

Impact

- Predicts 94% overall accuracy rate on service provider's dataset
- Gain 92% accuracy rate on the customer churn
- Increases customer revenue by 3%
- Achieve visible ROI up to 10x faster



FutureAnalytica

Customer churn represents a revenue loss problem that many companies struggle with each year. Being able to prevent churn is important for generating income for your business.

FutureAnalytica helps mitigate this critical data science problem by running machine learning libraries and techniques within the platform. Turn data into actionable insights through AI automation by identifying key features like upselling video streaming services to the customer who visited the video streaming website page, several times.

FutureAnalytica enhances the performance of data scientists by automating the most complex and time-consuming repetitive tasks and reducing the AI-developed model's times from months to days. It automates the deployment, monitoring, and data management by securely delivering models 10x faster.

With FutureAnalytica utilize the power of the data by using an automated no-code AI platform that enables end-to-end AI solutions for the organization and proactively predicts churn level. leverage AI detailed insights with simple, easy-to-understand that will boost your customer satisfaction and retention, and services. Optimize marketing campaigns and reduce churn and increase revenues.



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