

## INDUSTRY



## CLIENT

A rapidly-growing telecom service provider in the Middle East.

## High Customer Churn

### THE PROBLEM

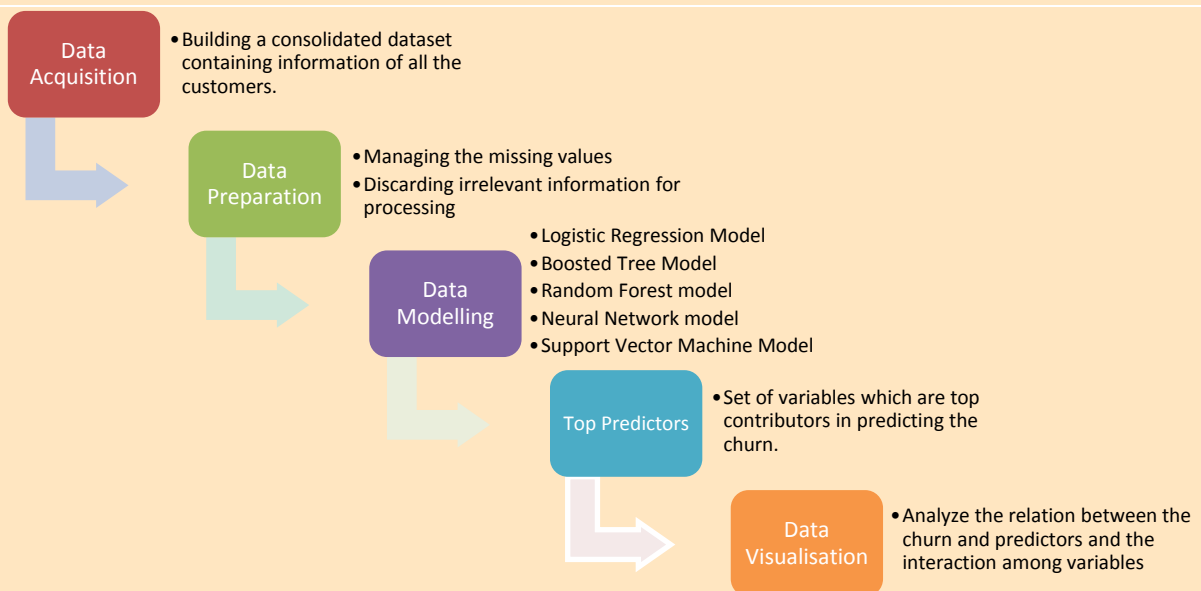


With the rapid development of telecom industry, the service providers are inclined more towards expansion of the subscriber base. To meet the need of surviving in the competitive environment, the retention of existing customers has become a huge challenge. Churn rate has strong impact on the life-time value of the customer, as it directly affects the future revenue of the company. Our client was also experiencing high customer churn rate which was affecting the company's bottom line.

### SOLUTION OFFERED



To reach to the root of the problem and then solve it appropriately, following approach was adopted:



## OUTCOME:



By integrating various predictive modeling techniques, Certainty team developed a model that would more accurately score customers according to their probability to churn. The final model was optimized to continue to be effective in the changing telecom environment.