

ACCELERATOR

for Customer Churn Prediction

Proactively identify churn behaviours and causes, customer that are likely to churn and act before they leave

Customer churn corrodes business results and has a huge impact on top-line & bottom-line growth. According to Gartner, a 5% increase in retention can increase profits by 25%. In addition, it is more costly to acquire new customers than to retain existing customers.

Understanding churn behaviour is complex. There are a variety of reasons which make customers leave and churn, which vary across different customer segments. All this makes analysing churn a complex problem.

AI driven churn analysis can help retain your customers. Acrotrend's data science team will model all the factors into a Machine Learn / AI based model and generate potential churners who can then be targeted through marketing campaigns.

Acrotrend

Customer insights & analytics

Apply Data Science and Machine Learning to your churn challenge.

Predict likelihood of customers to lapse and churn, based on behaviour, engagement trends and demographics using causal analytics. Understand the factors associated with churn risk to inform the design of retention programs and campaigns.

Our data science approach identifies behaviours that are the leading indicators of future churn, allowing you to take informed action to engage with these customers using the most appropriate offers, messaging and channel.

WHAT WE NEED

Participation of business stakeholders in workshops and interviews to define pilot's goals and needs.

Access to your customer and transaction data, or an anonymised version of the data you plan to use for machine learning.

Amazon or Azure compute resources to run the pilot.

WHAT WE DO



Gather data, cleanse and prepare for analysis



Data exploration for patterns and generate insights on customer churn cause & behaviours



Develop and optimize machine learning model/s to get high churn prediction accuracy

WHAT WE DELIVER

- 1) Insights and trends on historic customer churn behaviours
- 2) Functional algorithm, typically developed in Python or R, to illustrate how ML can be used with your data to predict customers likely to churn in given timeframe
- 3) Recommendations for additional data points that will help improve the analysis and predictions
- 4) Fully priced option to extend the project into a production implementation, complete with timeline for outsourced delivery and on-going support and enhancements

What You Get Avg. delivery time: 3-4 weeks

Insights on churn behaviour and potential churners to be targeted

We've recently completed this service for a health and lifestyle company. To hear more about this case study, and to see some of the inputs and outputs, please contact us.



Tom Coppock
Head of Consulting

Your Accelerator Leader

Tom joined Acrotrend in 2018 & brings with him deep marketing technology expertise acquired while working for industry leaders Adobe, Marketo & Sprinklr.

Tom is passionate about helping companies become more data driven & applying analytics insights to improve customer experience. He leads a team of business consultants, analysts & data scientists dedicated to increasing the ROI your marketing team can achieve.

About Acrotrend: We are a Customer Insights & Analytics consultancy who uses the right technology, the right data and ask unusual questions to get better business outcomes.

Who we work with:

