

# Customer Churn Assessment & Remediation for a large Telco in LATAM

## Key Challenges



- Customer was experiencing a significant churn issue within its B2B customer segment
- The company was losing a substantial number of business customers for its wireless products
- Client wanted to understand the root cause for revenue decline and build a targeted roadmap to impact key KPIs

## Business Solution



- > **Churn Prediction Model:** We pinpointed customers at risk using multiple data points
- > **NPS Feedback Center:** automated NPS surveys to measure customer satisfaction and Loyalty
- > **Targeted Retention Strategies:** Personalized offers and promotions for high-value/high-risk segments

## Business Impact



**12%**

increase in Market Segment retention

**50%**

increase in Overall retention

**15%**

increase in user NPS



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