

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



50%

increase in overall retention

15%

increase in user NPS

12%

increase in market segment retention



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