



AVERT Churn Modelling

Want to know why customers are leaving you for competition? Is it a product feature, customer service, price, or something else? Stem the loss before it becomes a bigger concern within your organization.

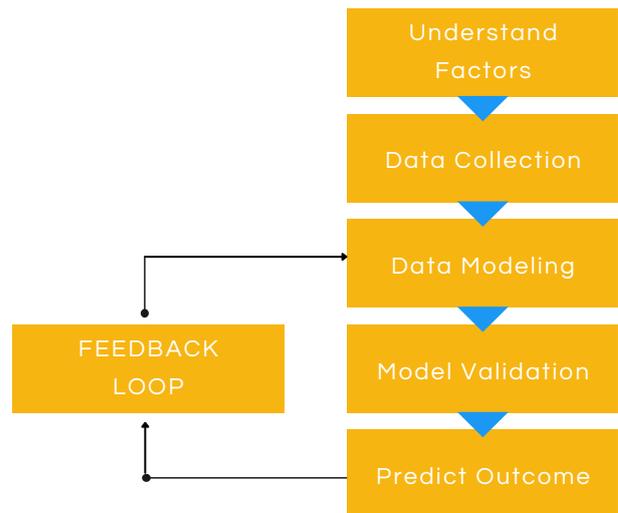
What can we do?

Using your internal data, our Insight Partners can assist you with customer churn modelling that answers the above questions.

What is the methodology?

For any modelling exercise, the first step is to collect data on all factors that could influence a customer's choice of leaving you. We start by identifying factors based on experience. For instance, it could be possible that an unresolved complaint with the Contact Center has a strong correlation with customers leaving you. Once all the determining factors are identified, we need to collect data on them. In some cases, you may already have such data in your records. For others, market research may be required. Once collected, modelling can be done using various methods. The modelling accuracy is then validated via standard data analytics techniques.

With this model, you can now predict the probability of customers leaving you if you know all the values of the determining factors! What's more, the model can be improved by continuously feeding customer choice data.



How can you use the output?

The model can be directly used by operations teams to predict customer churn and refocus resources on early retention. It also primes the operations teams to actively look for the key determining factors during the provision of services, thereby improving effectiveness.

For more details and a time and cost estimate, get a free no-obligation 30-minute consultation with InsightGig! [Click here](#) to get started, or send an email to contact@insightgig.com.

"Do what you do so well that they will want to see it again and bring their friends."

Walt Disney