

Reduce churn and increase satisfaction by predicting SuperDetractors

THE CHALLENGE

- A major Swiss telecom had started a successful churn reduction campaign by calling all NPS SuperDetractors (score of 0-1)
- Effort to reduce churn is hindered by **low response rate** among customers (~15%)
- Call-back **campaign among super detractors** gives positive results (churn reduction of 47% vs non-treated group of SuperDetractors)
- The challenge was **how to identify super detractors** among non-respondents to surveys

OUR SOLUTION

- We analysed in depth **behaviour and attitude patterns** of identified super detractors
- Through the existing user data, we built a machine learning model using a gradient-boosting technique (decision trees) based on 1200+ variables. The model identifies **potential SuperDetractors** based on their behaviours, products, care interactions and usage, in essence capturing propensity to churn scores for the customers in question.
- The live model is retrained monthly and feeds a daily list of top 100 customers at risk. The list is provided directly to the call centre staff, along with key talking points for the rescue call.

THE RESULTS

The model increased the likelihood of identifying a SuperDetractor by **7 times** (vs picking a customer at random). Initial tests of the model on actual customers shows churn reduction of **34%** in the treated population vs non-treated control groups (8% churn vs 12% churn).

