Marketing Advanced Analytics

Predicting customer churn

It is between five and fifteen times more expensive to gain new customers than to retain the current ones. Churn prediction is a very powerful weapon to know soon which customers will abandon the company, in order to increase the degree of retention, to build a solid CRM strategy and to save acquisition costs.

The challenge: Anticipation to customers’ abandon

- Predicting the churn rate in order to anticipate
- Detecting which customers are about to abandon
- Knowing the real value of the potential loss of those customers
- Taking the necessary preventive measures to reduce or avoid their escape

The Solution: Dynamic Data Web

- Puts advanced analysis techniques into practice, such as Profiling, with the aim of identifying which variables define the churners and which don’t.
- Analizes the evolution of each customer and his interactions with recent churners from their environment through Pivot Table and other advanced analytics techniques.
- Provides a long term forecast and detects customer value loosing soon through Decision Trees.
- Identifies loyalty factors and allows to put personalized retention plans into practice.

DDWeb’s Benefits

- Counteracting the gaining actions from competitors, reducing risks and avoiding non predicted escapes.
- Saving costs from prospections and acquisitions, gaining efficiency and competitiveness.
- Making the most of the customers base.
- More capability to react, due to a soon customer value loss detection.
- Optimizing business resources just after knowing the real value of each customer’s loss.
- Providing users with autonomy and decision capability and reducing IT’s workload and costs.
- Analyzing big volumes of data instantly and easily.

Other Marketing Solutions

- Cross selling and up selling opportunities identification
- Customer 360º behaviour integrating digital and off line (web + transactional)
- Identifying soon customer value loosing (LCV)
- Customer allocation
- Profile high value customers (Share Wallet)
- Predicting future customer demand
- Discovering the best customer opportunities hidden in data bases

If you want to see more Solutions, visit the section Solutions at www.quiterian.com