

# CUSTOMER Churn

## Improve customer retention rates across your high value segments

### I SITUATION

#### KEY FINDINGS

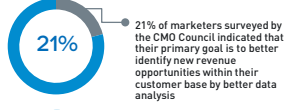
Telecommunications companies are being pressed to come up with more effective targeting strategies which can drive down customer churn rates

##### 1. Need to better understand customer's behaviors



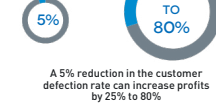
Telcos **NEED** to build churn models to predict customer action and develop strategies to acquire additional insight from network and customer data

##### 2. Need to leverage their network and customer data



Telcos **NEED** to leverage their network and customer data to build premium revenue saving/generating churn models

##### 3. Need to stand out against increased competition



Telcos **NEED** to focus on customer experience and customer centricity as the differentiator to drive retention and top line revenue

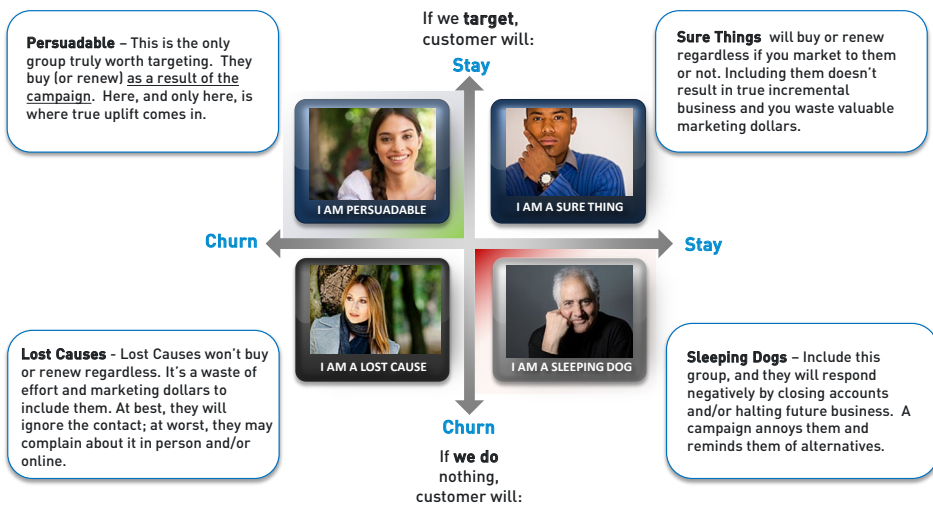
#### KEY RECOMMENDATIONS



- Marketing spend needs to be more targeted to where it will have the maximum positive impact for the company
- The best uplift efforts go beyond just sending the right communications to the right people. They can also prioritize the use of customer service resources, ensuring that the best prospects receive the best service support
- Selecting the "persuadable" targets and providing multichannel support such as offering specific self-serve options for example, can further help to ensure a powerful positive customer experience across channels—and profitable growth in customer relationships

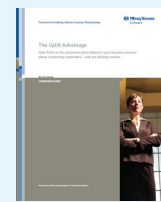
### II ISSUE

#### TELCOs WASTE MONEY MARKETING TO CUSTOMERS WHOSE BEHAVIOR WON'T BE CHANGED AS A RESULT OF A MARKETING TREATMENT



Telcos must focus their marketing upon only those customers that will positively change behavior as result of your message

#### PROOF POINTS



##### The Uplift Advantage

How firms in the communication industry have become smarter about contacting customers and are driving results.



"The project has a heavy impact on the way we work. I see it as going from pushing products to developing the customer. It is a little of a paradigm shift. Also, you can say we go from traditional mass communication to mass individualization; from a product focus to a customer focus"

Global Retention Manager  
TeliaSonera



MAGIC QUADRANTS

"Pitney Bowes now has the complete CCM strategy. PB now has all the tools for emerging multichannel communications."



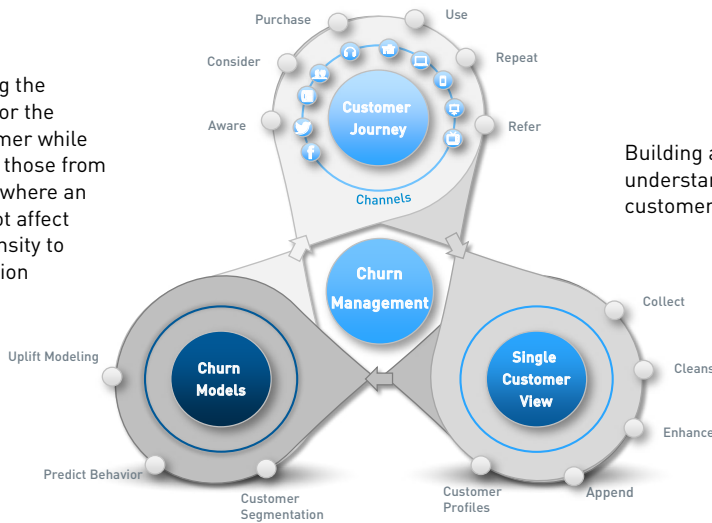
WAVES

"Portrait Suite offers strong performance in analytics, interaction management and inbound and outbound dialogue across a variety of channels."

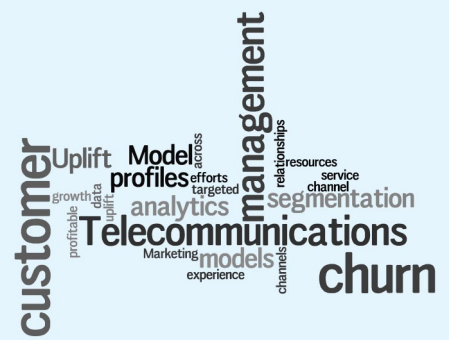
### III RESOLUTION

#### REDUCE CHURN AND OBTAIN A BETTER UNDERSTANDING OF THEIR CUSTOMER BASE

Determining the right offer for the right customer while eliminating those from campaigns where an offer will not affect their propensity to churn solution



Building a better understanding of customer



#### SOLUTION FOCUS

With better comprehension of data and accurate customer profiles, telcos can build premium churn models to predict how each customer may react to a specific offer and predict which customers will be positively influenced by marketing efforts.

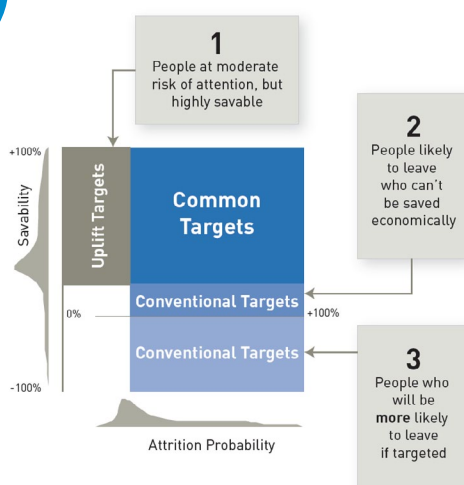
#### FOR MORE INFORMATION



<http://www.pb.com/software/communications/>

### IV RESULTS

#### IMPROVING RETENTION



The secret of reducing churn can be found in uplift modeling, a sophisticated approach that goes beyond segmentation to identify where retention efforts can make a true difference

#### FOLLOW US



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