



AI SOLUTIONS

Churn prediction

Retain customers proactively

Banking • Insurance • Telecommunication • E-commerce • Energy & Utilities

The economic reality is simple - acquiring a new customer may cost 5 to 25 times more than retaining an existing one.

Customer retention has become a key area of focus in many sectors, including retail, telecommunication, banking and insurance. deepsense.ai's customer churn prediction solution adds value to business heuristics and identifies churn risk up to four times more effectively.

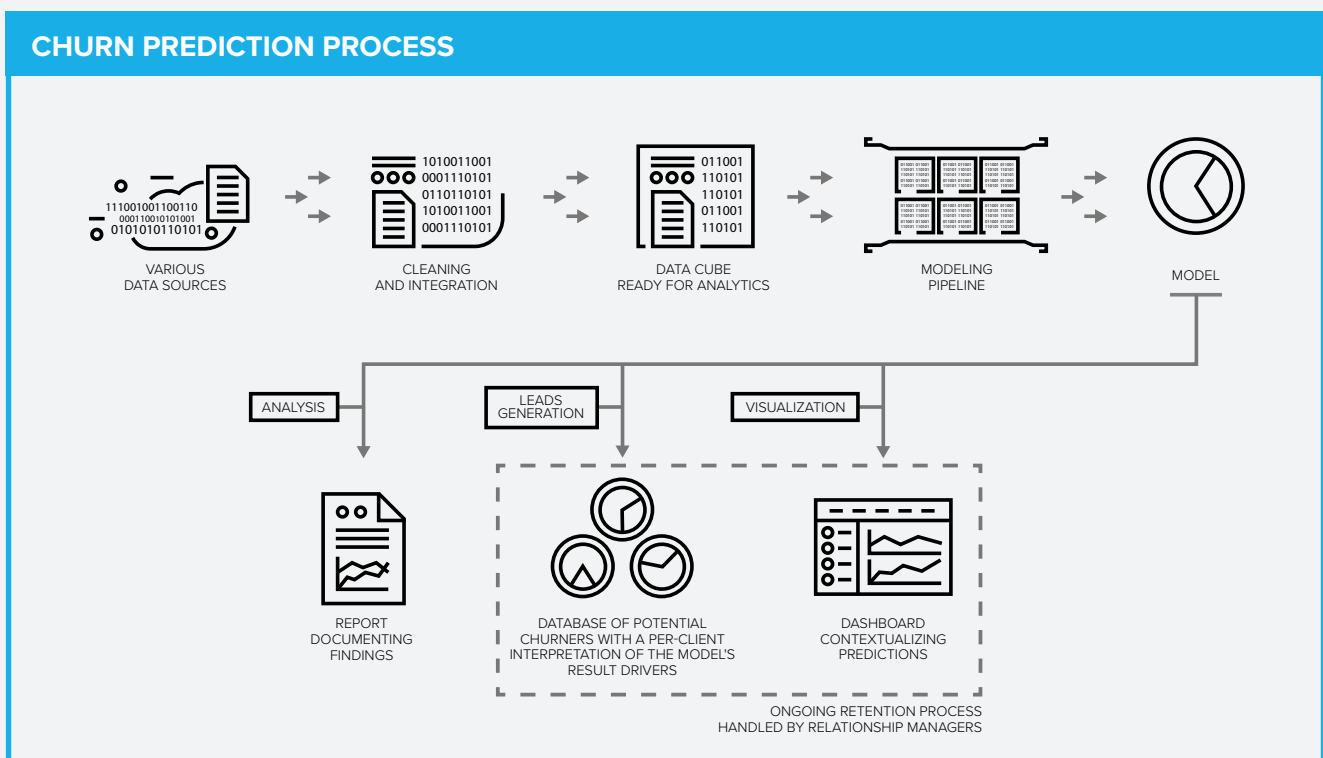
Challenge

Customer churn prediction tells us how likely a customer is to discontinue an ongoing contract. Identifying the customers that are likely to churn and preventing attrition is a challenging task simple business heuristics often fall short on.

Comprehensive solution

deepsense.ai's customer churn prediction solution combines improved data management process with a powerful advanced predictive analytics tool. Companies are able to use their limited resources to increase customer retention by:

- Prioritizing the customers relationship managers should contact (customers who have decided to leave as well as dormant).
- Exposing drivers of churn phenomena, giving them the ability to resolve underlying issues upon occurrence and prepare better retention offers.
- Quantifying trends in the expected volume of clients or products.



CHURN PREDICTION SOLUTION

Provides an infrastructure for integrating, cleaning and organizing data which forms the basis for performing machine learning on the customer data.

Explores how well churn is captured by the client's definition.

Provides data driven validation of expert business theories about churn drivers.

Creates a predictive model that can produce leads and descriptions that contextualize the model's results.

Functions as a visual tool for account analysts and managers.

Comes with workshops and training for analysts and managers.

Benefits

deepsense.ai's churn prediction solution:



Automates the cleaning and processing of distorted data.



Performs up to four times better than existing business heuristics.



Enables you to understand the health of your relationship with customers.

Application in industries

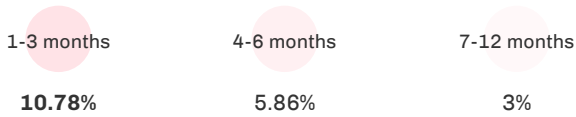
The churn prediction model can be applied in every industry in which recurring buying occurs, including, but not limited to:

- Banking
- Insurance
- Telecommunication
- E-commerce
- Energy & Utilities

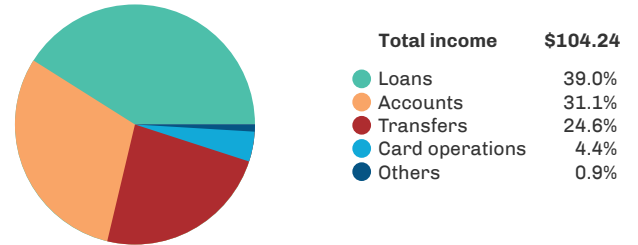
Customer profile

ID: 1247A
Name: Boom BV
Activity branch: Beauty & Personal Care

Churn prediction

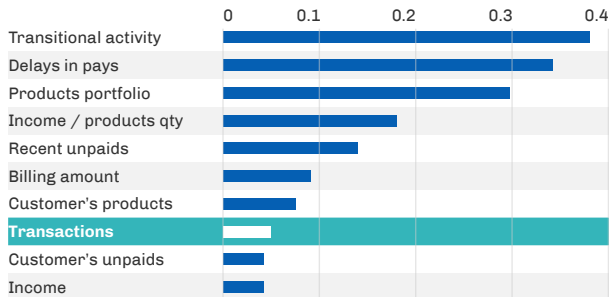


Average distribution of income in last 3 months



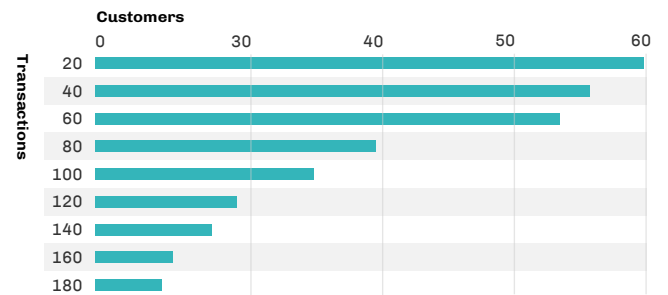
Model details

Customer's churn top 10 indicators



Model variables

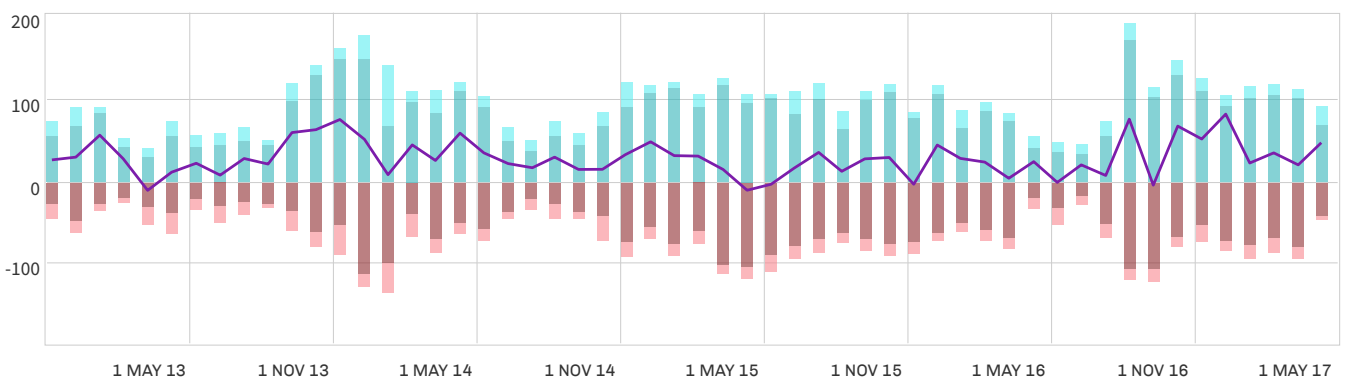
Customer's variable value: 72.23 Bin size: 20



Acquired and lost customers

Returning (teal), New (light teal), Lost (dark red), Dormant (light red), Balance (purple line)

Timestamp: NOV 2012 1 MAY 2017



Time



3 months

Technologies



Related solutions

- Cross-selling and up-selling
- Customer Lifetime Value