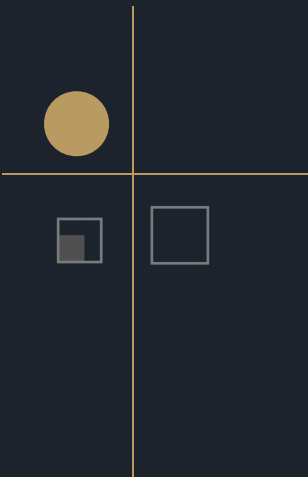


DESIGNING A CHURN PREVENTION STRATEGY



THE CLIENT PROBLEM

Our client, a **leading retailer in the US** was facing **very high attrition amongst their first year customers** and wanted to understand the following:

- Who were the **attriters**?
- Why were they leaving?
- How could our client **improve retention rates**?

THE AQ SOLUTION

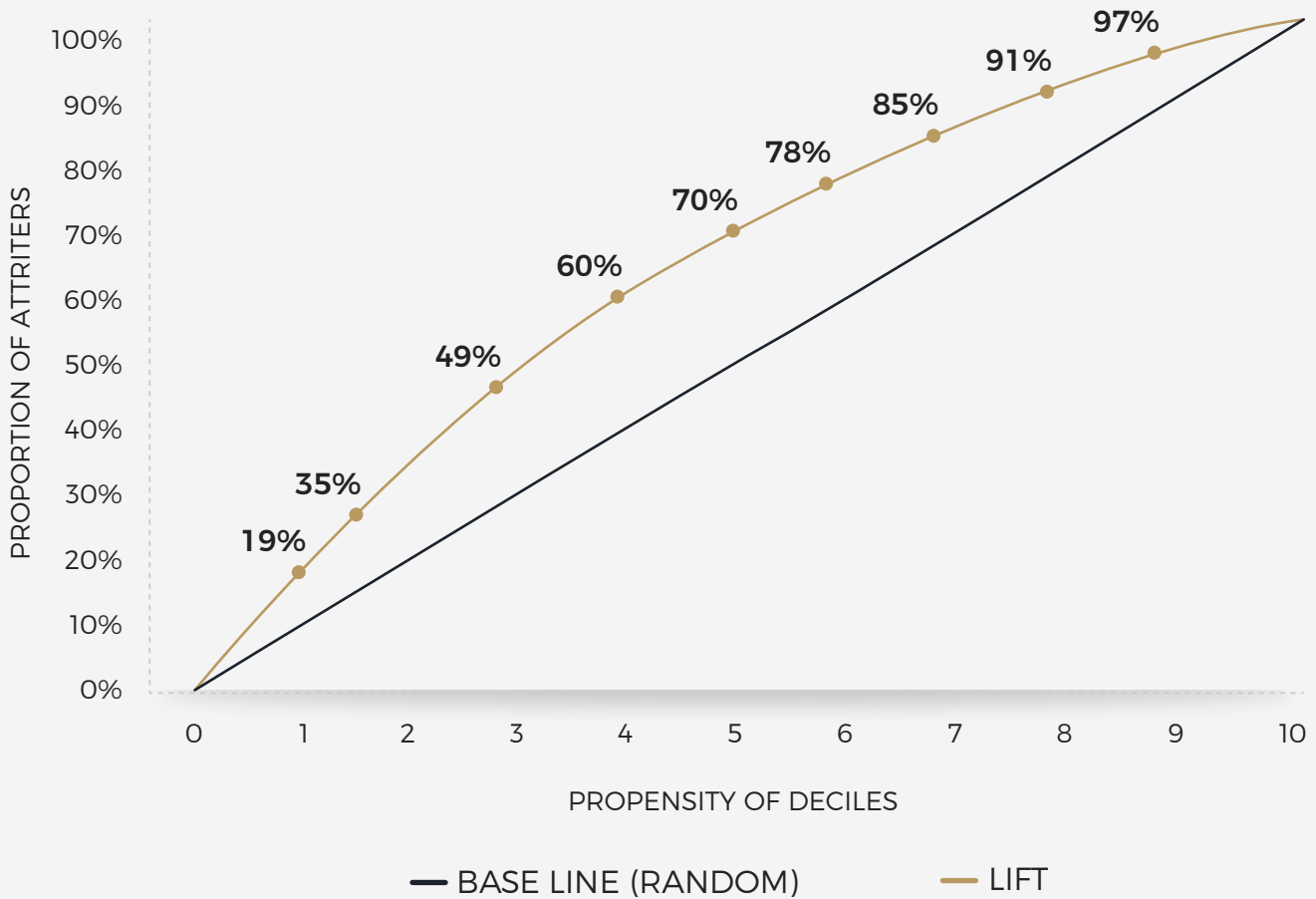
1 We analyzed purchase behavior

2 We built a model to predict the probability of attrition (within three months)

3 Our client used this model for targeted retention efforts

4 We conducted a periodic assessment of the model

A LOGISTIC MODEL WAS DEVELOPED TO PREDICT ATTRITION PROBABILITY



The lift chart captures 50% of the attriters within the first three deciles.

THE CLIENT BENEFIT

It was now possible to predict the risk of attrition three months into the membership.

Early detection resulted in 10% reduction in attrition.

Retentive action was focused on getting customers to the store, since the “recency of visit” was a large influencer in attrition.



Thank You

For any queries, get in touch with us.

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