

ADVANCED ANALYTICS TO IDENTIFY POTENTIAL CUSTOMER CHURN



THE CLIENT

A renowned engineering company with approximately 40,000 employees and sales in more than 160 countries. They have significant market share in mining and rock excavation, metal-cutting and materials technology.

THE CHALLENGE



Increased customer churn leading to revenue losses



Inability to identify potential Customer churn



No warning signs to take necessary preventive action to retain the customers

THE SOLUTION

With each customer who churns, there are usually early indicators that could have been uncovered with churn analysis.



Historical pattern analysis of customer churn by considering average time to churn, customer buying patterns, usage, frequent part failures etc.



Effective discounting recommendations customized for customer buying pattern



Focus part list per quarter for analysis of competition entry

THE RESULTS



The client could now get early warning signs for potential churn



The solution helped customer to reduce revenue loss caused due to churn



Reduced spends on marketing and re-acquisition costs