

CHURNING MILK INTO CREAMIER BUTTER!

Customer Churn Analysis
to retain existing customers.

The client is UK's leading daily dairy needs supplier delivering over 200 exceptional products ordered via their website and app to doorsteps around the country.



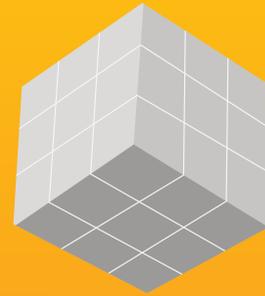
CHALLENGES

The client was looking for ways to identify the cause for the customer churn. The challenges faced were:



The cost of new acquisition was greater than retention

A monthly churn of 2,000+ customers in the online residential business significantly affected the client as it was higher than monthly new acquisitions



SOLUTIONS

Infosys BPM built a logistic regression model and visualisation tool with Tableau, R and Python.

In addition, we:

- ▶ Consolidated data from various sources like contact centre logs, CRM (Recency, Frequency, and Monetary), and win-back campaigns
- ▶ Predicted customers who are likely to churn in a given month
- ▶ Analysed and tracked the behaviour of churners



BENEFITS



Infosys BPM's churn model could predict 69% of the churners by contacting top 30% of the base, for online customers. This model replicated across on-hold and offline customers yielded savings aplenty.



£0.45 million
Savings with online customers



£1.45 million
Reduction in TAT



£4.68 million
Projected savings through offline customers

For more information, contact infosysbpm@infosys.com

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