

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.

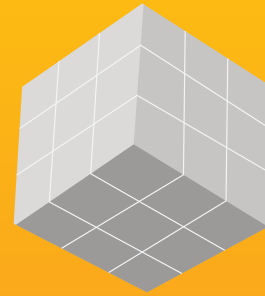


CHALLENGES

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

© 2020 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.

Infosysbpm.com

Stay Connected [Twitter](#) [LinkedIn](#) [YouTube](#)

Infosys
BPM