Improving Retention Rate by Targeting Proper Customer Segments
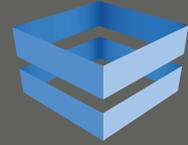
latentview

Client

Search Engine Giant

The Problem

Customers were not properly segmented based on their behavior and hence no targeted action plan was taken to improve their subscription retention rate.

The Before State

Customers who suffered from a defect and never reported are eventually churning out.

Absence of an action plan on how to target such customers.

The LatentView Solution

Customers were segmented into groups such as silent sufferers and vocal sufferers based on their ability to report, once the defect has happened.

Performed deep dive analysis for each of the defects and their contribution.

Designed a dashboard to compare retention patterns of silent sufferers and vocal sufferers.

The After State

Targeted campaigns to improve the retention rate of "silent sufferers".

- -

Improved efficiency of customer retention by designing an experiment to approach different customer segments.

About: LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 700 employees globally.

For more information, please visit **www.latentview.com** or follow us on **LinkedIn**, Email: **sales@latentview.com**