



CASE STUDY

CHURN REDUCTION

CLIENT SITUATION

A US-headquartered SaaS-based insurance aggregator chose Impact Analytics (IA) to address a customer attrition problem

- The client worked with 300+ insurance partners and ran 120+ disparate product lines
- Customer surveys suggested a high satisfaction rate for their services
- New customer acquisitions were steadily rising during the same period and retention efforts were a regular feature of the annual marketing agenda

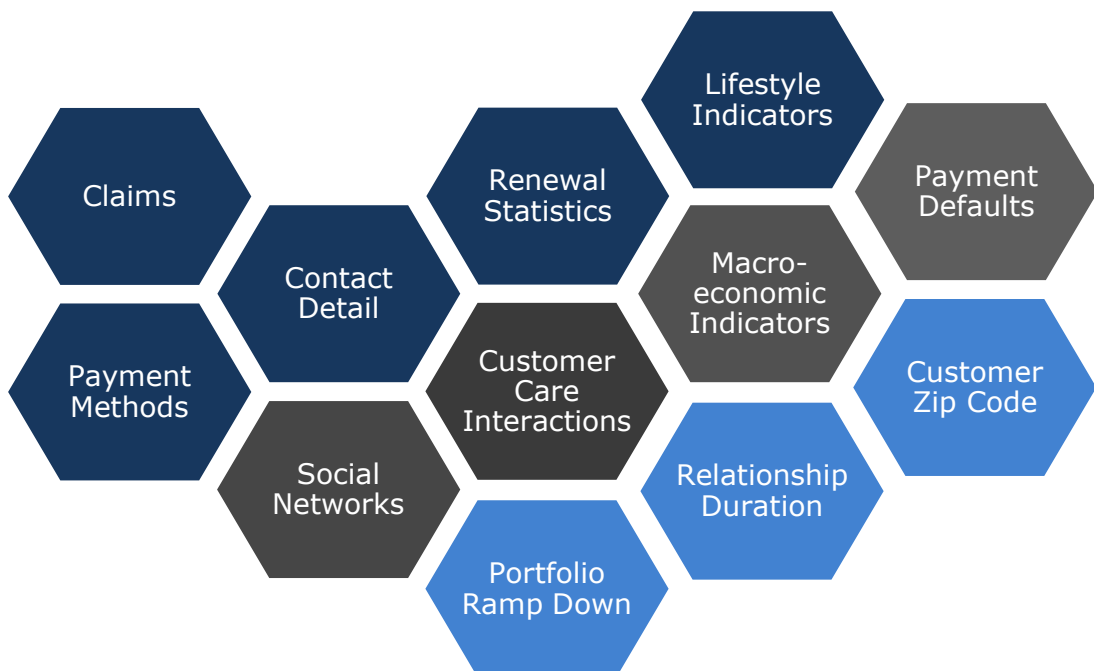
Despite that, the company was battling a 15 percent year-on-year churn* in subscriptions, affecting its growth and future prospects

**A churn rate typically reflects customer response to service, pricing, competition, etc.*

THE SOLUTION

IA Team approached the puzzle with a deep learning hypothesis. We harmonized heterogeneous data for a possible identification of key factors that may be causing the churn

Key factors identified and unified for the study



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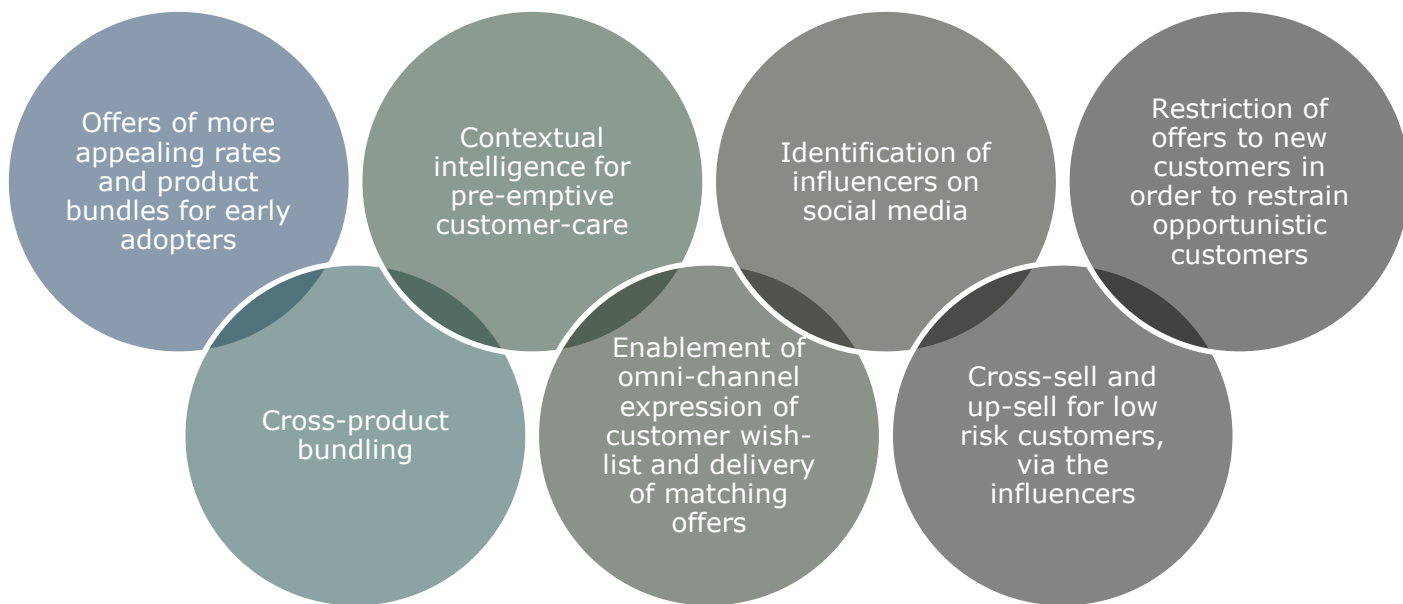
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Our analytics visualization team built a single-view of customers that included holistic data at the lowest granularity

- We segmented customers and classified them using the CHAID decision tree methods
- We identified potential churners via a complex ensemble of sophisticated predictive and Machine Learning models
- Finally, we assigned risk-and-churn probability scores to customer

Advanced analytics helped the development of targeted retention strategies. The precise, “right-time” interventions involved a suite of solutions that included lifestyle and location-based promotions.

Some of the solutions are listed below



22% DROP IN ATTRITION → 4% TOP LINE GROWTH

- The intervention strategies guaranteed retention of high value customers and the dissolution of those with the lowest value
- We identified key factors of customer churn and prioritized the closing of the data-to-action loop
- Overall, attrition dropped by a whopping 22 percent, directly adding a 4 percent to the top line growth of the next quarter



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