New Retention Strategies & Impact Assessment

Description: Mobile operators continue to suffer from churn, and in mature markets those available for acquisition include many of those most likely to churn again. In many less mature markets it is common practice for users to have several SIMs and to swap between networks.

In consequence many MNOs spend disproportionate amounts of their marketing budget on attracting habitual churners and then attempting to retain them.

With constant pressure on budgets there is a strong incentive to reduce this expenditure and target it more effectively. So MNOs are keen to identify new approaches to retention that will prove more cost effective. To achieve this requires good insights into reasons why customers churn, to help MNOs develop retention strategies that address them most effectively. In addition, MNOs can use a suitably designed retention program to achieve wider business objectives (such as improving the mix of customers, to raise average spend or tenure).

To be confident that their marketing expenditure is directed at the areas which will have the greatest positive effect, MNOs need to understand the impact of expenditure on different types of customers. This will also allow them to budget and monitor progress.

This report provides operators with important insights, including the characteristics of the churning market, reasons for churn and means of addressing them, and the basis for appropriate business cases and implementation programs.

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