

# SUCCESS STORY

## MODELING AND PREVENTING CHURN

Squid dramatically reduced costs and delays by creating virtual datamarts to build predictive models.

**Issue:** To fight churn, our client decided to test using analytics as part of a proactive churn reduction activity. Their internal team wanted a prototype predictive model to build a business case before setting up anti-churn operations and turned to Squid to handle data processing.

**Our mission:** Create the new customer-oriented dimensions based on the analysis of raw account data, and revamp existing reports based on the new indicators.

**Data and resources analysis :** Raw customer data from CRM and Billing consisted in transactional data stored in different systems. The challenge was to work on raw data with no budget for data integration, and to provide data processing expertise to create the most efficient modeling datasets. Those datasets would be the prototypes of the upcoming churn datamarts.

**Our service:** : Squid provided the resources able to define specific churn flags in the data based on the business objectives, as well as the technology to access and aggregate data into datasets. As a result, we built multiple iterations of learning and validation datasets containing indicators about customer traffic and billing. We then built predictive models based on those datasets until the prediction performance was high enough for a very successful business case.

**Result and benefit:** Our client obtained a quantified business case about proactive retention performance based on their actual data. They also had the complete specifications and SQL code to set up the churn datamart for a recurring anti-churn activity.

### About Squid Solutions

Squid Solutions, the Customer Intelligence software company that introduced a radically new process to create customer insight from large datawarehouses, was founded in 2004. Their solution, based on the proprietary Nautilus™ technology, helps client business unit managers generate new or additional revenue through better customer insight. Squid Solutions' innovative business model relies on self-operating the technology without selling licenses or training new users. Squid Solutions is the only solution provider to deliver new indicators within 3 weeks whatever the size of the client datawarehouse, where incumbent processes take months. The speed and flexibility of Squid Solutions' technology provide a decisive competitive advantage to corporations, by optimizing the time-to-market of new revenue-generating initiatives. Squid Solutions' clients are major companies like SFR (France's #2 mobile operator, part of Vodafone Group), eBay in the US, Germany and France, and a large French bank. Squid Solutions' headquarters are located in Paris, France.

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