Kapacitys Churn & Retention Framework

With Kapacity's Churn & Retention Framework, we have gathered all the tools you need to prevent churn and retain your (most valuable) customers.

All companies want to hold on to their customers. But regardless of the good intentions, it is difficult to always be at the forefront of your customer base and take preventative action before it is too late.

With Kapacity's Churn & Retention Framework, we systematize your work with churn & retention, so that you always make logical decisions based on data in the pursuit of retaining your customers.
The framework is continuously optimized, the more data you obtain.

With Kapacity's Churn & Retention Framework you get:

Churn model
The Churn model uses machine learning and your data to predict how likely it is that each customer will leave you and what value the customer has for business. Using performance metrics and a test period, we can measure and optimize how precisely the churn model can predict which customers will churn.

Find patterns in Customer Churn
Based on data from our churn model, we analyze and interpret the results and find trends. For example, customers who do not receive newsletters - or a particular age group – may have a particularly high risk of churning.

Marketing Science
We can use the knowledge we gain to conduct Marketing Science, where we segment customers and come up with tailor-made suggestions for actions, initiatives and products for the target group. We test and optimize continuously, so you end up with measures and actions that work.

Read more about Kapacity's Churn & Retention Framework at https://www.kapacity.com/churn

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Artillerivej 86
DK-2300 København S

Mariane Thomsens Gade 2F
DK-8000 Aarhus C

Trindholmsgade 4, 3. sal
DK-6000 Kolding

www.kapacity.dk

info@kapacity.dk

+45 70 30 29 19

kapacity
Business Analytics