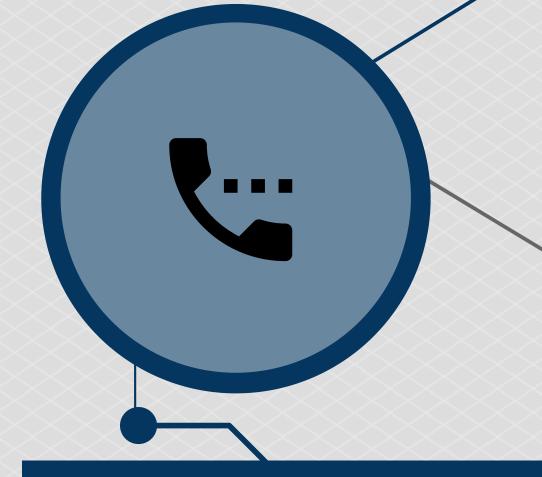
# **Customer Lifetime Value Modeling for a Telecom Company**



## **SUCCESS STORY**



### **Business Challenge**

To gauge the total value of the customers by channel, source, and campaign and acquire new customers

### **Solution Offered**

Identified the mandatory marketing efforts to reduce customer churn rates

#### **Business Outcome**

- Developed a marketing strategy
- Increased customer retention

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