

HOW TO RETAIN CUSTOMERS AND INCREASE PROFITABILITY

SPSS

■ Duration: 1 day ■ Level: Intermediate

TARGET AUDIENCE

This course is designed for anyone whose business would benefit from learning how to reduce customer churn and therefore increase profitability

PREREQUISITES

In addition a strong desire to improve your business, experience with Clementine®, data modelling or data mining would be helpful.

OVERVIEW

Today's consumer markets are all about choice. Banks, insurance companies, supermarkets, mobile phone providers and, in some markets, energy suppliers all compete for shoppers who can change allegiance on a whim. Indeed, quite a few of them make a practice of it – for example, those who regularly seek new 0% interest credit card deals.

However, some will choose to sample pastures new less often than others. These are the customers who will deliver long-term profits– but how can they be identified and cherished?

This training session will give some comprehensive answers to that question, providing both high level information and detailed subject matter about how SPSS Predictive Analytics can help businesses retain their most valuable customers.

SPSS solutions for reducing churn are widely used in industries such as telecommunications, banking, retail and insurance. This session will interest anyone in these and other sectors where competition is fierce and customers' choices are broad.

COURSE CONTENT

- From Data to Profitability
- The Trade of Profitable Customer Care
- Building Models for Optimised Cross-Selling
- CRISP-DM The Methodology
- Approaches for Predictive Modelling
- Building a Model to Prevent Churn
- Focus on Data Preparation