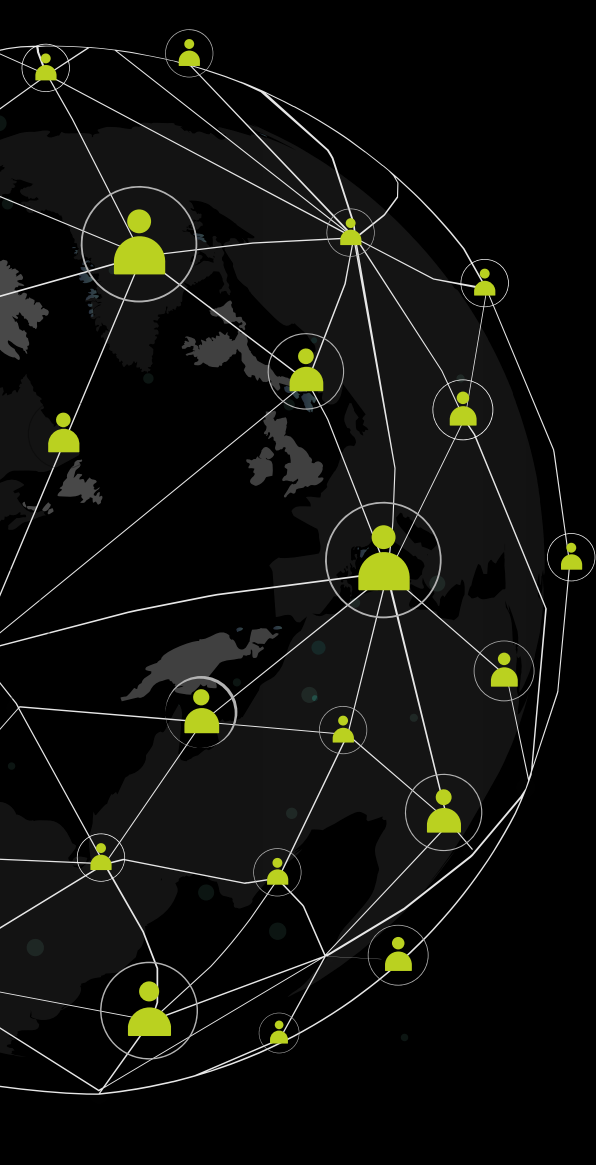
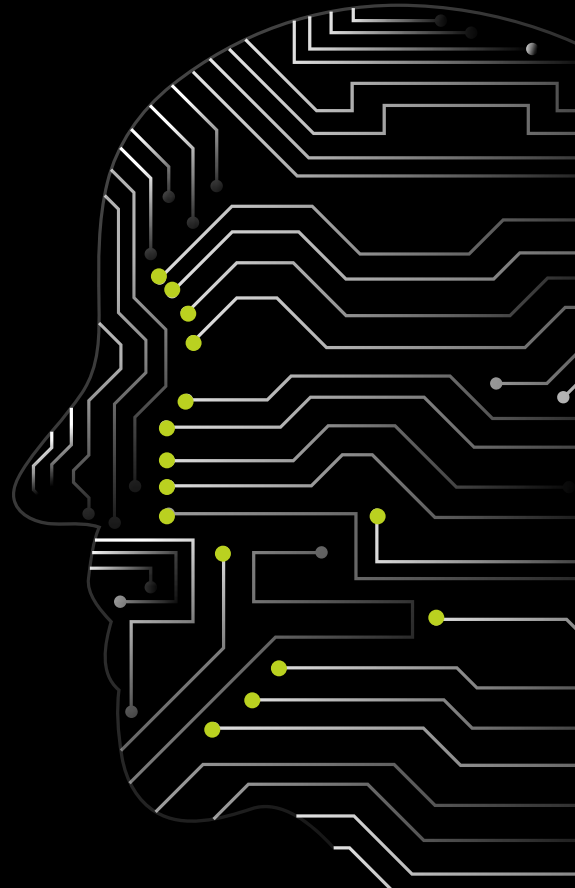


# VoIP software

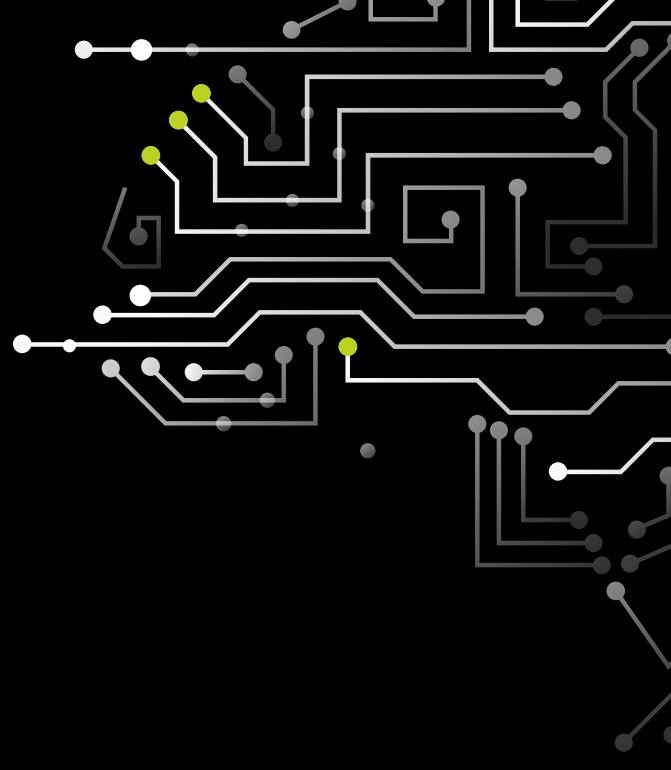
## Machine Learning Case

Today's software market is growing so rapidly that supply exceeds the demand. That's why it is vital not only to acquire new customers, but also to prevent the current ones from leaving and increase LTV (lifetime value). We used Machine Learning to achieve this goal.



Our client was the leading VoIP software company in Europe. They were struggling from increased customers' churn rate. Of course in order to solve any problem you need to understand it first. But that might be challenging when you have a lot of customers and various products.

Our team of Business analysts drew up a plan to implement Machine Learning algorithm into the customer's platform. The aim was to analyze every bit of data related to customers who left. The algorithm has processed the data allowing not only to clearly see what caused customers to leave but also highlighting current customers who are likely to turn from the business



## Our Solution



360 view of each customer



Integration with client's systems,



Predictive models enhancing 360-view with churn predictions



Feedback loop to keep predictive models up to date



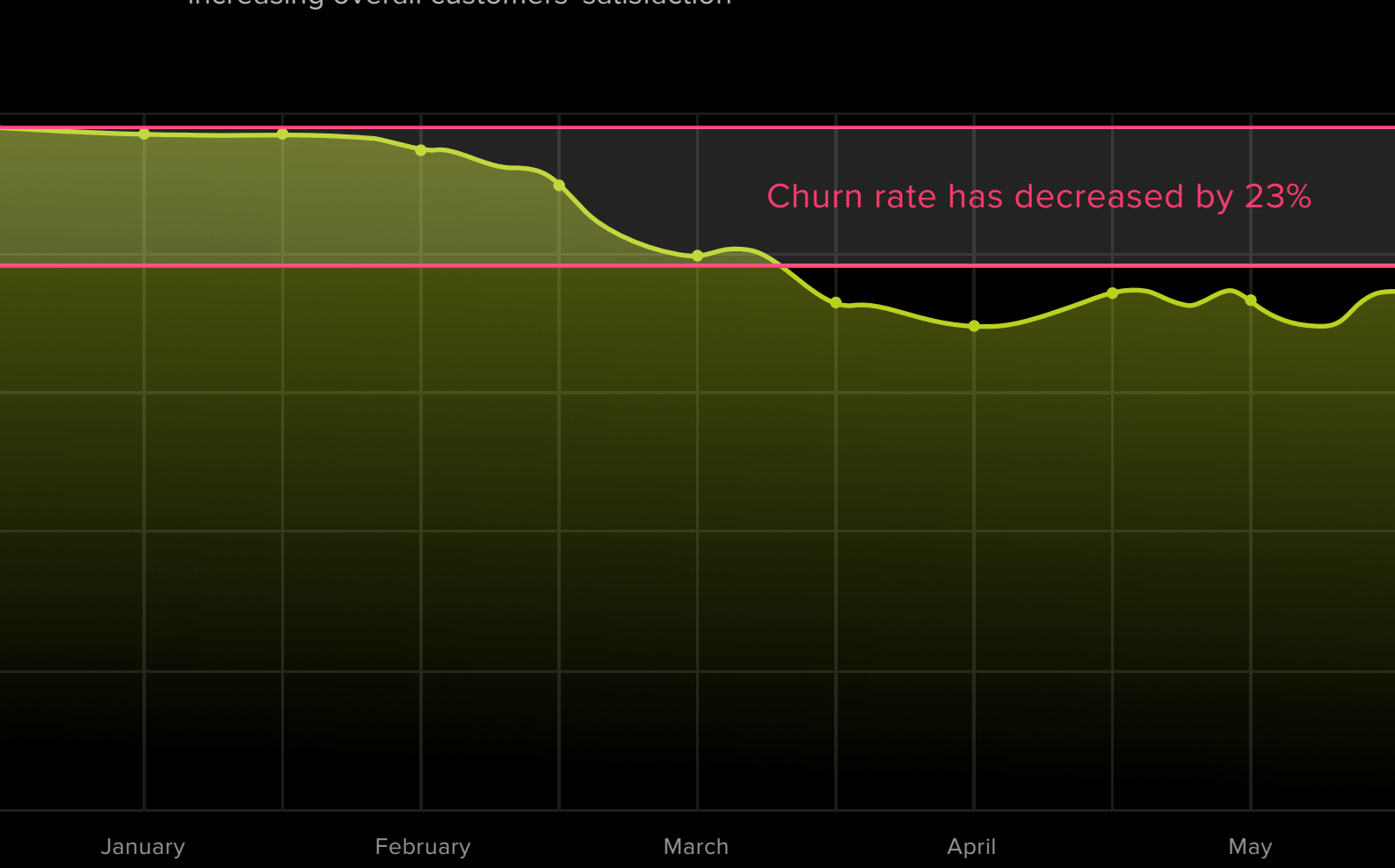
Predictive models enhancing 360-view with product recommendations



Tools delivering suggestions on how to take care of churn-prone customers to front-line employees

## After 3 months of platform usage the result was as follows

- 01 Churn rate has decreased by 23%
- 02 Lifetime value has grown by 5%
- 03 Company managed to improve its services increasing overall customers' satisfaction



Want to know how Machine Learning can be useful for your business?

Contact our Machine Learning expert Nick at [mykyta.korobov@chisw.com](mailto:mykyta.korobov@chisw.com)