

# Success Stories

Predictive NPS for a **Major Telecom Company** in Latin America

## Challenge

Company had a massive challenge to reduce customer churn and enhance visibility about root causes and potential levers to improve customer engagement.

## Insights

With the ranking of all variables that created detractor customers, it was possible to define a prioritized action plan to avoid customer churn and potentially convert detractors into promoters.

## Solution

Created and deployed a predictive NPS model. Supported adoption and execution with Dhauz proprietary InsightStudio™ methodology, using agile methodology to work through the prioritized action plan and consistently measure customer churn reduction.

# Results

Initial predictive model with 81% accuracy

