

## Customer Retention Case Study

### Overview

**Customer Retention Solution** is a dynamic, self-adaptive solution designed to address the challenges of customer churn in the financial services industry. It leverages continuous machine learning and customizable models to adapt to changing customer behavior and inducement strategies.

#### Problem

The financial sector grapples with fluctuating churn patterns, evolving customer behavior, and ineffective inducement strategies, leading to customer retention issues and inefficiencies.

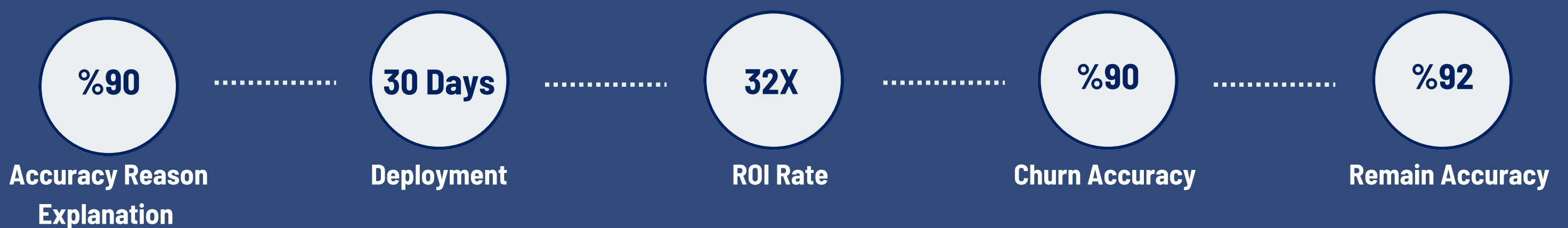
#### Challenge

Key challenges involve adapting to shifting churn patterns, evolving customer behavior, and crafting effective inducements. Traditional models fall short in flexibility, resulting in poor customer retention.

### Approach

TAZI's solution addresses these challenges with **continuous, explainable AI** that adapts to the changing environment and provides output explanations for each prediction. It uses **continuous learning** to detect changing micro-segments in payment data and understand the reasons behind defaults. The solution also offers **AI-driven inducement strategies** with customized plans of action for each potential churner. The models can be easily customized to adjust the amount of incentive or inducement actions. This level of customization allows for a more personalized and effective approach to customer retention.

### Outcome



### Conclusion

TAZI's AI-powered **Customer Retention Solution** provides a **dynamic, customizable, and self-adaptive approach** to address the challenges of customer churn in the financial services industry. It not only improves customer retention but also enhances the efficiency of outreach campaigns and allows business experts to focus on risky customers. With its **easy-to-use interface and dashboard**, it empowers any business user to build ML models and understand their business benefit.