

Encouraging referrals may help reduce telco customer churn



Berrijam AI explored customer demographics, billing, service plans, add-ons, support and referrals data for 7,043 customers to find top factors and segments that leave - i.e. *churn*.

While customers on monthly plan churn at higher rates, customers who made more than 2 referrals had a nearly 4 times lower churn rate.

