



Churn Analytics

Measures the cost of acquiring a new customer. High CAC relative to customer lifetime value can indicate a less profitable customer base, potentially leading to higher churn rates.



Business Users We Empower/ who we help



Customer Success

- Identify At-Risk Customers
Proactively reach out to customers who are likely to churn, preventing revenue loss.
- Optimize Support Processes
Streamline support operations based on customer feedback and behavior patterns.
- Enhance Customer Satisfaction
Address pain points and improve overall customer experience.



Account Executive

- Prioritize Customer Relationships
Focus on high-value customers and tailor your approach accordingly.
- Improve Upselling and Cross-Selling
Identify opportunities to increase customer spend based on their behavior.
- Negotiate Effectively: Use churn data to support pricing negotiations and ensure fair deals.



Sales Operations

- Optimize Sales Processes
Identify inefficiencies in the sales funnel and implement improvements.
- Align Sales Efforts: Ensure sales teams are targeting the right customers and focusing on high-value segments.
- Measure Sales Effectiveness
Track key metrics to assess sales performance and identify areas for improvement.



Focusing solely on acquiring new customers without addressing customer retention is like filling a bucket with holes.

With these insights you can spot high risk accounts. Which will help you address issues, and get a Higher Net promoter score. This will get you more customers as well as retain and grow existing ones.

Our Solution

➤ Ingest Real-Time Data:

Capture customer interactions, purchase history, and other relevant data in real time using Azure Event Hubs.

➤ Process and Analyze Data:

Utilize Azure Stream Analytics to process streaming data and extract valuable insights.

➤ Combine Historical and Real-Time Data:

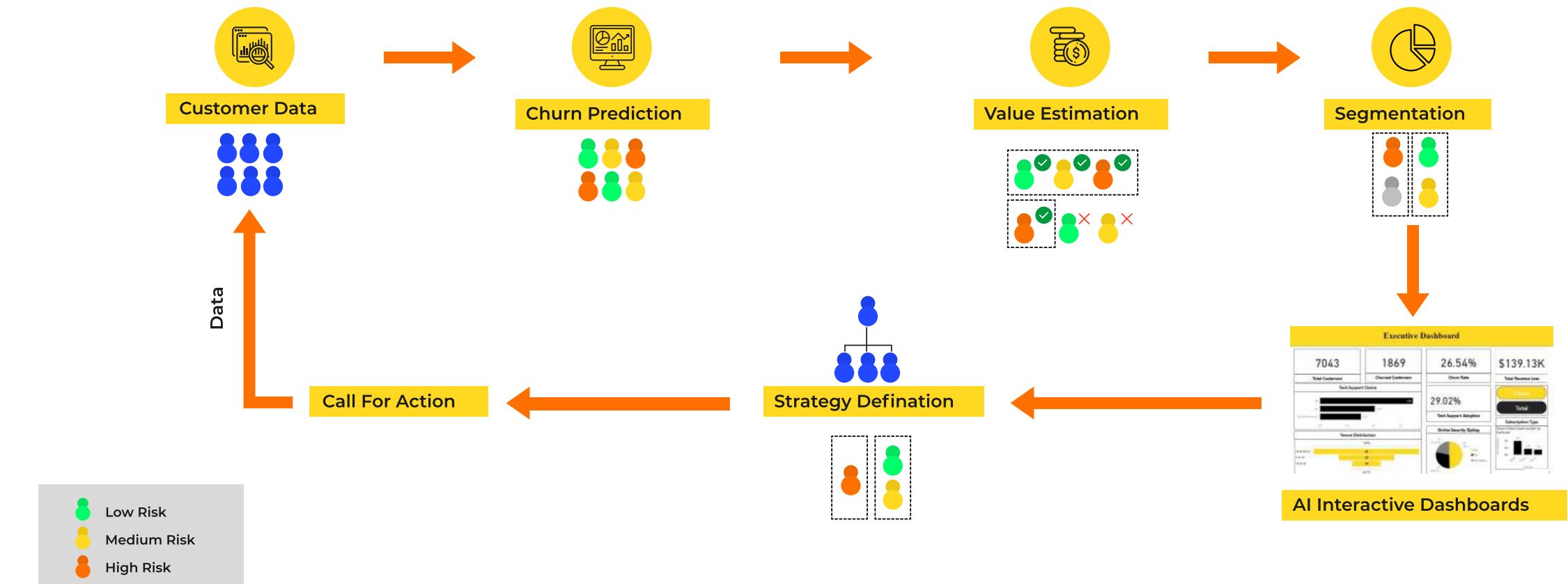
Utilize Azure Stream Analytics to process streaming data and extract valuable insights.

➤ Build Predictive Models:

Employ Azure Machine Learning to develop sophisticated models that accurately predict churn probability.

➤ Deliver Actionable Insights:

Generate clear and actionable insights through visually appealing dashboards created with Power BI.



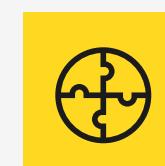
Scalability

Handle massive datasets and real-time workloads efficiently



Flexibility

Customize models to fit your specific business needs



Integration

Seamlessly integrate with other systems for a complete solution



Reliability

Consistent and accurate information delivered on time

Our Output

Leveraging advanced machine learning models, Polestar's data science team offers a comprehensive approach to churn prediction. By analyzing customer data, we uncover hidden risks, predict churn accurately, and target at-risk customers proactively. All this is represented in a dashboard format but a lot of work behind the scenes. This empowers you to retain valuable customers and safeguard your business's bottom line.



Get Instant Insights into these crucial KPIs

Customer Effort Score (CES):
Identify areas where customers are struggling, allowing managers to streamline processes and reduce customer effort, leading to higher CES scores

- ▶ **Customer Lifetime Value (CLTV)**
Low CLTV indicates customers are more likely to churn
- ▶ **Customer Acquisition Cost (CAC)**
A high CAC relative to CLTV can indicate unsustainable growth
- ▶ **Customer Satisfaction (CSAT)**
Low CSAT scores can correlate with higher churn rates
- ▶ **Net Promoter Score (NPS)**
A low NPS indicates potential dissatisfaction and churn

Quantitative benefits

- Increased Customer Retention
- Improved Customer Lifetime Value (CLTV)
- Improved Gross/Net MRR churn rate
- Accurate churn prediction models
- Identification of key factors influencing churn

Qualitative benefits

- Improved Customer Experience
- Actionable insights for targeted retention strategies
- Deeper Understanding of Customers
- Industry Benchmarking
- Improved Customer Relationships
- Real-time data ingestion and analysis

Polestar: Your One-Stop Shop for Analytical needs

Polestar offers a comprehensive suite of services, including data ingestion, warehousing, advanced analytics, and reporting.

Our AI-powered solutions help you predict churn, optimize marketing, and enhance operational efficiency. With Polestar, you can unlock the full potential of your data and drive sustainable growth.

Ready to predict and prevent customer churn?
Contact us today for a personalized consultation

[Reach out to us](#)