



Coditation Systems

Data Powered Business Transformation

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Welcome

AI powered Customer Acquisition and Retention Strategy

Improved customer acquisition and retention through Churn Propensity and Lead Prioritization Models

Challenge(s)/Objective(s)

01

- ✓ Low customer retention rates
- ✓ Drop in conversion rate
- ✓ Net drop in YoY revenue
- ✓ Lack of data-driven decision making

Solution

02

Data driven growth hacking initiative powered by the churn propensity and lead prioritization machine learning models.

Technology/Solution Landscape

04

- ✓ Churn propensity modeling
- ✓ Lead prioritization model
- ✓ User survey design and response analysis
- ✓ Analysis of Product usage data
- ✓ Recommendations
 - ✓ Pricing strategy
 - ✓ Referral and affiliate programs for improving customer acquisition
 - ✓ UX changes/tweaks

Highlights

03

67%

Improved
Lead Conversion Rate

31%

Drop in Churn Rate

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Thank You