Acquiring new customers is much more expensive than retaining your current ones. But how do you keep your customers from unsubscribing from your services or from choosing another solution from your own? Predictive Churn Prevention is the answer. With DSS, use your data to ensure customer loyalty and satisfaction.
Predictive Analytics for Customer Retention

About Our Customer
Coyote is the French leader of real-time road information. Created in 2005, Coyote has 200 employees, generated a turnover of over €100 million in 2014 and currently counts 4.8 million users in Europe. The Coyote devices allow users to interconnect to the entire community in order to warn other drivers of the different traffic hazards and traffic conditions (traffic obstruction, accident, radar, etc.) detected during their rides.

Industry
Real-time road information

Market
Europe

Use Case
Customer Retention

Challenge
Secure the Subscriber Base With an Effective Loyalty Program
The more of its own data Coyote collects, the better its service. By improving retention rates, Coyote wishes to enhance the following virtuous circle: the more users are acquired, the better the service quality, and vice versa. Coyote wants to optimize its loyalty program in order to incite their customers to increase device use. For this, the company wants to find a technical solution that will enable them to:
- Segment its customer base by user profile
- Qualify incoming data
- Quantify device use (anonymous data analysis)

Solution
Behavioral Analysis to Optimize Use of Connected Devices
Through its connected devices, Coyote collects extensive data on the different uses of its users, such as mileage, time spent on the road, or the number of alerts issued by the community members. In order to make sense of and clean all of this data, Coyote called upon Dataiku and Data Science Studio software (DSS).

With DSS, Coyote has built and implemented a predictive behavioral analysis application to segment customers. First, the application automatically compiles and processes heterogeneous and completely anonymized data (contractual data, customer declared data, real-time device data...). This data is then processed by a machine-learning algorithm to model user behavior. This model and its results were subsequently adjusted in order to optimize marketing campaigns. With this score, Coyote is now able to segment its user base with very high accuracy.

Results
Significant Optimization of Marketing Campaigns
Thanks to this predictive behavioral analysis, Coyote optimizes marketing and sales campaigns based on its customer profiles. This application results in several advantages:
- Increase the performance of outbound call campaigns: +11% efficiency
- Adapt marketing campaigns thanks to increased knowledge of the actual uses of the service
- Significantly improve data management.

“Like all companies, customer loyalty is one of our main focuses. To answer this challenge, a Big Data approach and exploiting DSS’s functionalities has proven successful. We’ve already begun to generalize this approach to our usage data, where quality and precision are essential, and where DSS is perfectly adapted.”

Florian Servaux
Product Manager - Coyote
Customer devices & administrative data
Automatic modeling of user behavior
Accurate customer segmentation

Automatic processing of heterogeneous data
Significantly improved data management
+11% efficiency of outbound phone campaigns

Built by Coyote_

Technology
- VERTICA

Time

Team

Models
- Random Forest
- Gradient Boosting Tree

_Powered by DSS_