

Title of Article: A Data mining Process Framework for Churn Management in Mobile Telecommunication Industry

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Abstract: Churning which is a sudden defection of a subscriber to competitors is a disturbing problem in the global telecommunication industry. However, the effectiveness of existing churn control strategies can be improved if an integrated approach that incorporates several dimensions of the phenomenon of churning is adopted. In contrast to existing approaches, this paper proposes an integrated approach to churn management and control by using a data mining process framework that enables churn prediction, determination of reason(s) for churn, and recommendation of appropriate intervention strategy for customer retention. A data mining experiment that was undertaken using data from a major telecom operator in Nigeria to assess the viability of the approach yielded encouraging results.