

IMPROVING CUSTOMER RETENTION AT NEWLY FOUND
CUSTOMER RETENTION DEPARTMENT AT Ufone

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Abstract

Customer churn rates are higher than ever, and businesses haven't figured out how to stop the bleeding. This project points out the causes for customers leaving the business and the critical factors of the product improvements on which can enhance customer retention.

Loyalty experts agree it is more cost effective to retain customers than to acquire them, according to previous researches 70 percent of the customers say poor service caused them to take their business elsewhere.

In the present landscapt of Pakistan's telecommunication industry, its becoming very important to cut down on defection or churn and build loyalty in order to significantly improve the business.

This project identifies the critical factors of Ufone product and proposes a solution based on the most important and vital product attributes which can either help to retain the customers or can make the customers switch to other mobile service providers in the market.

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