

How a leading gym player identified more than 90% of their churners using Data Science

Solinca is one of the biggest gym chains in Portugal, operating around 20 Health & Fitness Clubs, with almost 20 years of experience. The company needed an effective way to minimize service subscription drop-outs (churn rate), while developing their retention strategy.

The solution was Churn Analytics, our Data Science solution that returns a list of potential churners, enabling you to proactively develop churn mitigation strategies.

KEY FEATURES DEPLOYED

- Identify churn patterns & quantify their impacts
- Recognize potential churners & their customer value
- Develop and monitor proactive churn mitigation strategies
- Reduce customer churn rate
- Signal high risk potential churners for retention action
- Identify potential churners up to 3 months in advance of actual churning

WHAT WE ACHIEVED



10%

Reduced churn rate



+90%

of identified churners



7 to 12%

loss of revenue avoided

ABOUT US

We are a retail innovation company on a mission to democratise data intelligence. We provide data science solutions and digital tools that deliver quantifiable insights and actionable recommendations with direct and sustainable impact on retailer's key metrics.

CONTACT US

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