

Determining Drivers of Customer Loyalty for Communication Service Providers to Enable Cost Savings and User Retention

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Service providers in the telecommunications industry face a market with little differentiation between product offerings. In order to remain competitive, they must deliver a superior customer experience. With rising operational costs and a crowded business environment increasing customer acquisition costs, companies have a greater need for efficient customer retention strategies. The proposed research aims to determine which demographic and transaction attributes, social influence factors, and customer engagement levels can most accurately predict a customer's likelihood to remain in a service contract with the same provider. Furthermore, we look to examine how these factors influence each other and whether any external criteria motivate consumer behavior.