



Let's Solve



A Larsen & Toubro
Group Company



Case Study

Automated Model Operations, Reduction in Customer Churn for EU-based Elevator Major



Client

The client is one of the leading, Europe-based multinational companies, which manufactures escalators, moving walkways, and elevators worldwide, with a global presence in across 140+ countries



Challenges

- To predict the customers who are not likely to renew elevator maintenance contracts (likely to churn) for different regions.
- To identify the churn drivers or factors impacting the renewal.
- Automate the model operations.



LTI Solutions

- Designing and developing customer churn models to predict customers, who are likely to churn.
- Developing survival analysis and classification models to identify customers at risk.
- Automated ML operations process using Azure DevOps and Azure ML.



Business Benefits



**~25% reduction
in customer churn** through
identifying churn drivers and pro-
actively minimizing business loss.



Risk prioritization assessment
using in-built functions for sales
agents for retention efforts.

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