

# Reduce Churn via Predictive Analytics in Kentico

*part of the Kentico User Group webinar series*

*by **Brian McKeiver**, Kentico MVP & Co-Owner at **BizStream***

# Let's Get This Party Started



<http://kenticousergroup.org/>

 **highmonkey**  
smart • human • solutions

# Goals

- Understand why **churn** is important
- Look for churn **indicators**
- Create measurable business rules from those indicators
- Translate business rules to **prediction scores**
- Take action on the highest prediction scores to **stop churn**

# What is Churn



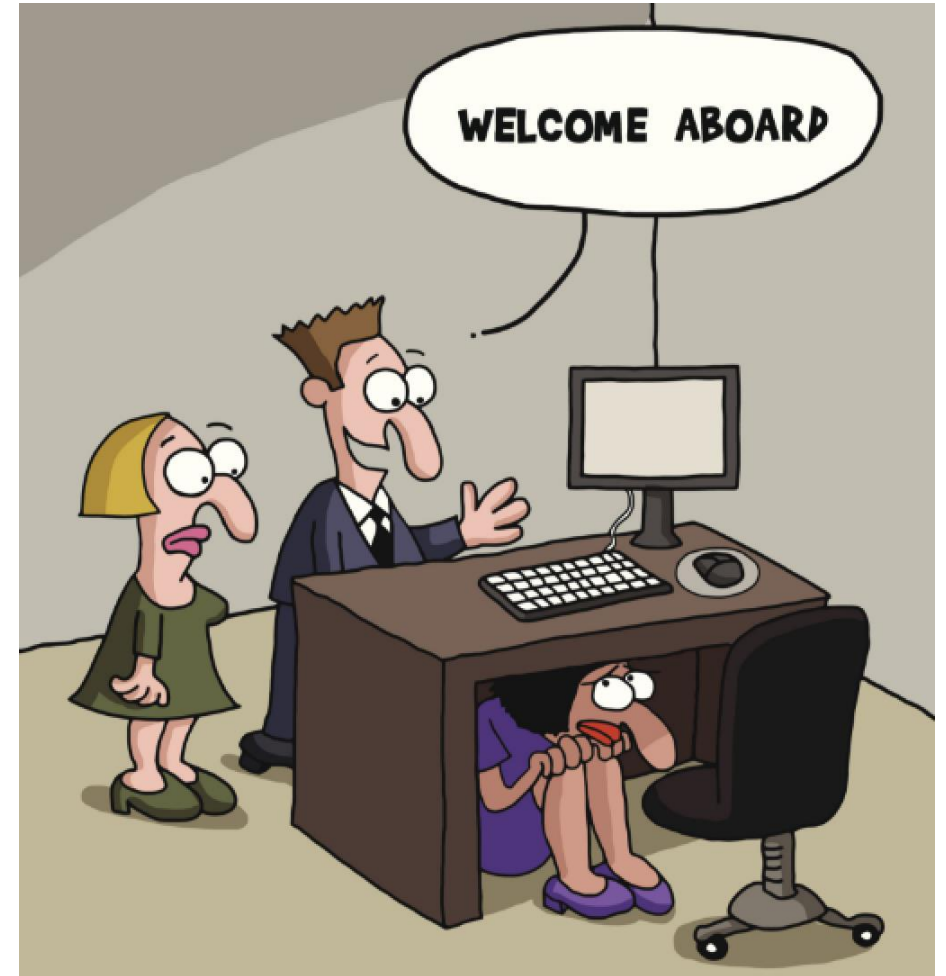
# Business Killer

Almost 9 in 10 customers have abandoned a business  
**because of a poor experience.**

\* Source: [Oracle Custom Impact Report](#)

# The Churn All Stars

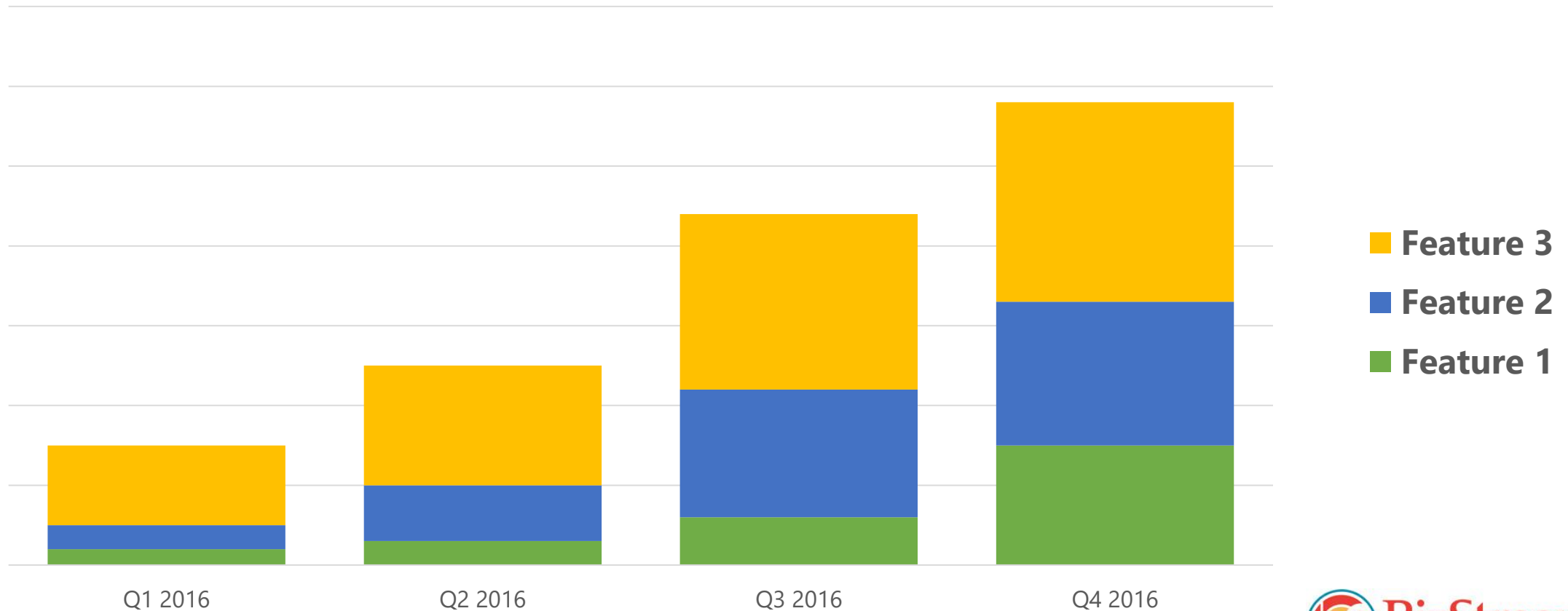
- Bad Onboarding
- Lack of Ongoing Success
- Sh\*t happens in business -  
Things out of your control



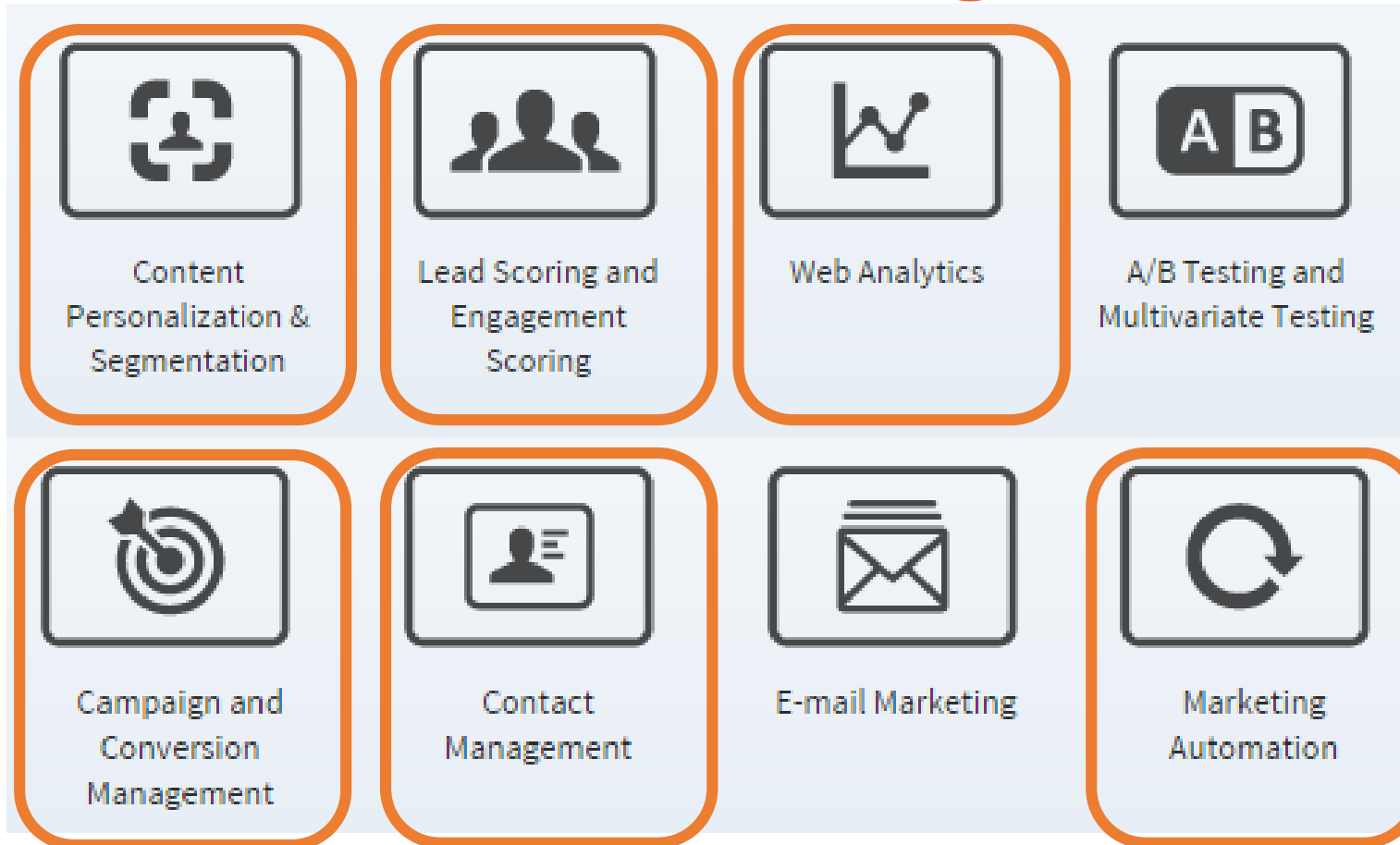
# What To Do?



# Product Usage Correlates To Churn



# Kentico Online Marketing Feature Set





# Web Analytics

Site:  
Dancing Goat

Contacts

Contact import

Accounts

Activities

Pending contacts

On-line users

Configuration

Tracking the data is the crucial step

New custom activity

Time between: [ ] [ ]

[ ] Now and [ ] Now

Reset Search

<input type="checkbox"/>		Actions	Title	Type	Contact name	IP address	Activity time
<input type="checkbox"/>			Page visit 'Thank you'	Page visit	Brian McKeiver	66.161.180.226	9/1/2016 11:22:43 AM
<input type="checkbox"/>			Form submitted 'TryAFreeSample'	Form submission	Brian McKeiver	66.161.180.226	9/1/2016 11:22:39 AM
<input type="checkbox"/>			Page visit 'Colombia'	Page visit	Brian McKeiver	66.161.180.226	9/1/2016 11:22:17 AM
<input type="checkbox"/>			Page visit 'Colombia Carlos Imbachi'	Page visit	Brian McKeiver	66.161.180.226	9/1/2016 11:22:13 AM
<input type="checkbox"/>			Page visit 'Colombia'	Page visit	Brian McKeiver	66.161.180.226	9/1/2016 11:17:59 AM
<input type="checkbox"/>			Landing page 'Colombia'	Landing page	Brian McKeiver	66.161.180.226	9/1/2016 11:17:59 AM
<input type="checkbox"/>			Purchase for '50'	Purchase	Bailey Mel	66.161.180.226	9/1/2016 11:13:37 AM
<input type="checkbox"/>			Page visit 'Home'	Page visit	Stacy Stewart	66.161.180.226	9/1/2016 11:13:37 AM
<input type="checkbox"/>			Page visit 'Partnership'	Page visit	Stacy Stewart	66.161.180.226	9/1/2016 11:13:37 AM
<input type="checkbox"/>			Page visit 'Partnership'	Page visit	Harold Larson	66.161.180.226	9/1/2016 11:13:37 AM
<input type="checkbox"/>			Page visit 'Home'	Page visit	Dustin Evans	66.161.180.226	9/1/2016 11:13:37 AM
<input type="checkbox"/>			Search keywords 'wholesale'	Internal search	Dustin Evans	66.161.180.226	9/1/2016 11:13:37 AM
<input type="checkbox"/>			Page visit 'Partnership'	Page visit	Todd Ray	66.161.180.226	9/1/2016 11:13:37 AM
<input type="checkbox"/>			Form submitted 'BusinessCustomerRegistration'	Form submission	Monica King	66.161.180.226	9/1/2016 11:13:37 AM
<input type="checkbox"/>			Page visit 'Partnership'	Page visit	Monica King	66.161.180.226	9/1/2016 11:13:37 AM

# Start by Reviewing

- Review the last 20 customers who canceled
- Start to create a theory on why they left (**define indicators**)
- Review your app usage for good customers too













# Don't forget the Human factor



# Churn Indicators

Indicator	Description
<b>Missed contact form</b>	A Contact Us form was submitted by a user and support did not reply within 24 hours.
<b>Poor initial experience</b>	Too many errors in the error log,
<b>Too little or Stale activity</b>	No secondary orders, product or service not activated, service not used after the first try in 15 days
<b>Last login lapse</b>	User has not logged into the site in the last 30 days.
<b>Repeat "How To" Video plays</b>	Watched the same "How To" video on your product repeatedly in the same 3 days after purchase

# Kentico Dynamic Contact Groups

 		Dancing Goat ▾	Contact groups ↗
<a href="#">New contact group</a>			
≡	Actions	Name	▲
	 ...	Purchased a product in the last 90 days	
	 ...	Registered Users in Last 90 days	
	 ...	Signed in at least 1 time in the last 7 days	
	 ...	Viewed Your Digital Downloads in last 90 days	

Segmenting is  
the second step

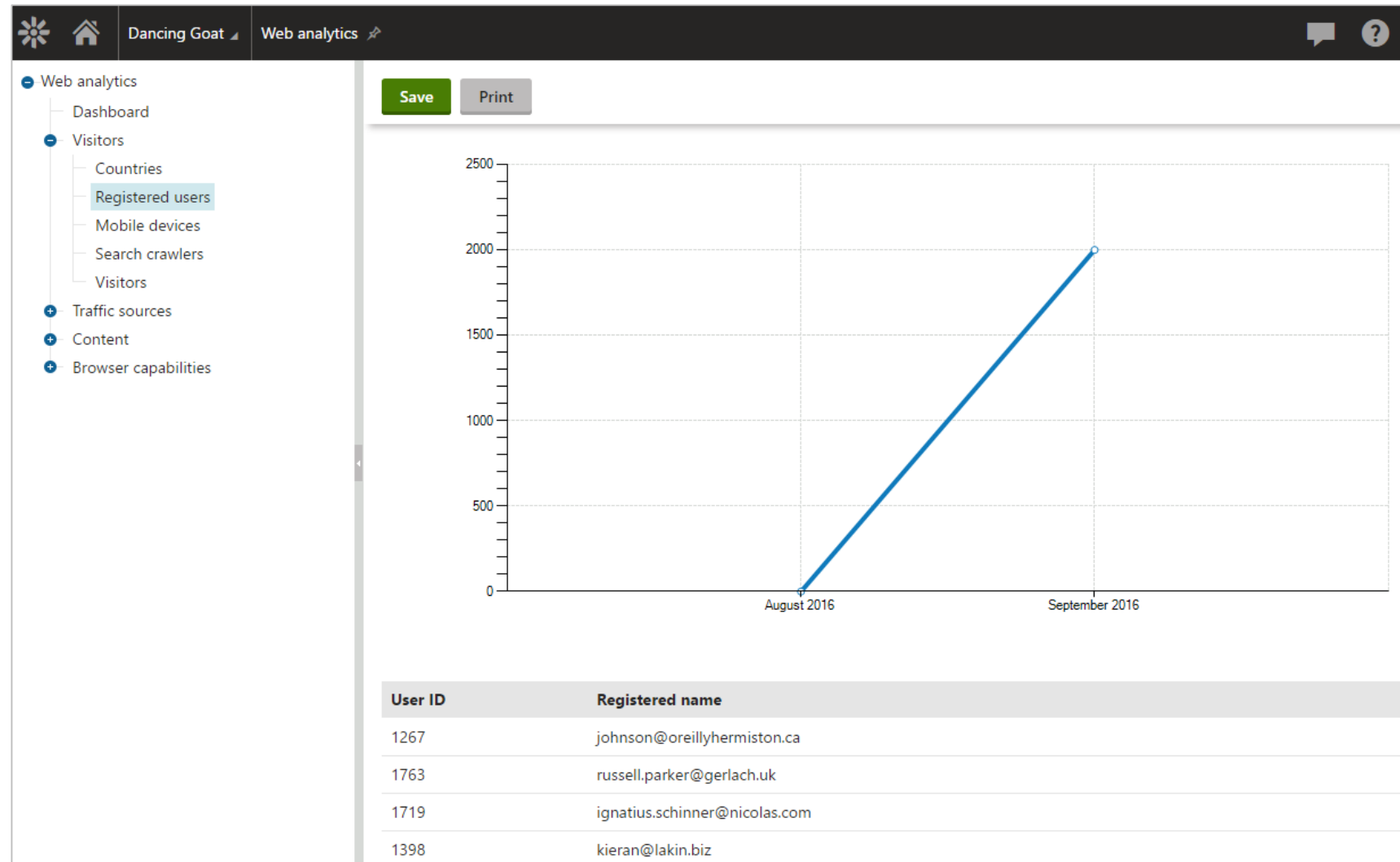
# Time for a little math

Identify matches by user for all active customers until you hit your target sample

Kentico UserID	Missed contact form	Poor initial experience	Stale activity	Last login lapse	Canceled ?
121	1				
237				1	1
356		1		1	1
498			1		
725		1			
902			1		1
1104	1				
1256				1	1

# Kentico Reports

**Kind of** works right?



# Custom Analytics and Reports

You can log custom events for web analytics via the Kentico API using the **HitLogProvider** class from the **CMS.WebAnalytics** namespace.

```
0 references
protected void btnLog_Click(object sender, EventArgs e)
{
    // Gets the name of the current site
    string siteName = SiteContext.CurrentSiteName;

    // Checks if web analytics are enabled in the settings
    if (AnalyticsHelper.AnalyticsEnabled(siteName))
    {
        // Adds a hit to a custom statistic for downloading our Getting Started Guide
        HitLogProvider.LogHit("GettingStartedGuideDownload", siteName,
                             null, MembershipContext.AuthenticatedUser.UserName, 0);
    }
}
```

# Custom Reports



View General Parameters Saved reports Subscriptions Versions

Save Print

Email	UserCreated	LastLogon	Logged on Days ago
jazmyn@funkquitzon.info	1/14/2016 10:36:11 PM	9/19/2016 11:36:39 PM	1
jaquelin.stehr@harvey.name	3/15/2016 10:36:14 PM	9/19/2016 11:36:42 PM	1
lenny@fay.info	7/8/2016 10:36:13 PM	9/18/2016 11:36:41 PM	2
rylee@schinner.co.uk	2/23/2016 10:36:13 PM	9/17/2016 11:36:42 PM	3
garnet@terry.com	4/26/2016 10:36:11 PM	9/17/2016 11:36:40 PM	3
willard_zemlak@gulgowski.info	8/31/2016 10:36:11 PM	9/16/2016 11:36:40 PM	4
lilian_hansen@mosciski.uk	12/28/2015 10:36:10 PM	9/16/2016 11:36:39 PM	4
leland_morissette@jacobs.us	6/18/2016 10:36:14 PM	9/16/2016 11:36:42 PM	4
sonya@spinka.co.uk	2/18/2016 10:36:13 PM	9/13/2016 11:36:42 PM	7
delpha@champlin.biz	9/10/2016 10:36:10 PM	9/11/2016 11:36:39 PM	9
alta_koepp@wehnerhermann.ca	8/3/2016 10:36:11 PM	9/11/2016 11:36:40 PM	9
dangelo.dickinson@tremblaykonopelski.co.uk	3/16/2016 10:36:11 PM	9/11/2016 11:36:40 PM	9
verner.tromp@effertzorn.uk	4/11/2016 10:36:10 PM	9/9/2016 11:36:39 PM	11



**API**



Kentico UserID	Missed contact form	Poor initial experience	Stale activity	Last login lapse	Canceled ?
121	1				
237				1	1
356		1		1	1
498			1		
725		1			
902			1		1
1104	1				
1256				1	1
1349					
1372	1	1		1	1
<b>Total</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>5</b>

# Calculate Prediction Score

		Canceled?		Total
		Yes	No	
Missed Contact Form	Is True	3	2	5
	Is False	3	2	5
	Total	6	4	
Prediction Score				0.000
		Canceled?		Total
		Yes	No	
Poor Initial Experience	Is True	2	1	3
	Is False	3	4	7
	Total	5	5	
Prediction Score				0.218

		Canceled?		Total
		Yes	No	
Stale Activity	Is True	1	1	2
	Is False	4	4	8
	Total	5	5	
Prediction Score				0.000
		Canceled?		Total
		Yes	No	
Last Login	Is True	4	0	4
	Is False	1	5	6
	Total	5	5	
Prediction Score				0.816

[Download the Spreadsheet](#)

Source: [Phi Coefficient](#)

# Churn Prediction Scores

Predictor	Prediction Score
Missed contact form	0.000
Poor Initial Experience	0.218
Too little or Stale activity	0.000
Last login lapse	0.816

# Remember no Silver bullet

- **No one-size-fits-all** approach to measure customer health



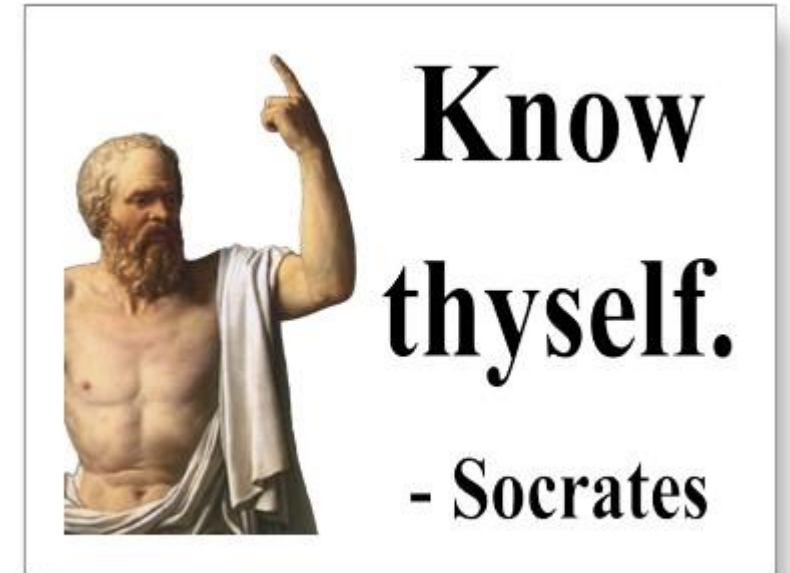
# What to do about it?

- Know your customer's **first 90 day journey**
- Know your existing customer's last 90 days as well



# Know Yourself and Your App

- How long does it take to **complete in-app tasks**?
- How long does it take to edit your profile?
- How long does it take to share a post socially?
- How long does it take a champion to come back and write a positive review?
- How frequently does your product provide value / save time?



# What to do next?

- **Custom scheduled task** to count event log issues per user in a given day
  - Triggers **Marketing Automation process** to send email "Getting Started" documentation link
- On-line Form for **Net Promoter Score** for existing customers
- Reach out to people, who haven't met targets, **before they leave**

# Why does this all matter?

Increasing customer retention by **5%**  
can increase profits by **25% to 95%.**

Source: [\*Fred Reichel and Bain & Company\*](#)

# Q&A



## Next Round

Sign up for the next webinar Kentico 404 - Nov 16



<http://kenticousergroup.org/>





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