

Detecting Signs of Churn



THE CHALLENGE

An insurance company suspected that certain car insurance customers showed signs of potential churn early in their journey but lacked the means to identify these customers proactively.

THE SOLUTION

Celebrus, OnMarc's clustering service, and HiGem were used to analyze past customer sessions and identify behaviors linked to higher churn risk.

THE RESULTS

- Customers who visited the cancellation page before applying were much more likely to churn within their first policy term.
- Users who activated their account after 40 days had a significantly higher churn rate.
- These insights allowed the company to implement proactive retention strategies, such as targeted outreach and personalized offers for at-risk customers.