

Spinner Identification

Spinner Identification is a reporting tool that enables service providers to identify current customers who take advantage of new account sign-on benefits, and then disconnect their old service. Additionally, Spinner can detect potential commission fraud, and enables proactive retention strategies to coincide with marketing promotions or incentives.

Reduce "spinner" acquisition costs

All mobile phone companies risk paying twice (or more) to acquire the same customer. When a current customer signs up as a new customer, and then disconnects their old phone and number, we call these accounts "spinners."

It is difficult to measure this problem exactly. Sometimes this problem is self-inflicted damage (sales reps and retail channels induce this behavior); sometimes this problem is customer-initiated (promotions and handset subsidies incent customer behavior).

Increased subsidies and sales commissions hurt profitability, and both gross acquisition and churn numbers become artificially inflated.

Features

- Proprietary algorithm - dramatically increases the accuracy of matching old disconnected customers to new installs.
- Analysis-by-sales channel - detects sales commission abuses.
- Systematic measurement - provides much more sophisticated churn analysis.
- Optional, real-time matching - enables "save" strategies to reduce sales commissions.
- Immediate investigation of high-spin sales channels.
- Implemented monthly monitoring for compliance.

Benefits

- Reduced spin of new installs.
- Sales commission fraud detected and corrected.
- Significant sales commission refunds and annual savings.
- Identified pattern of churn-incenting new promotions.
- Adopted pro-active retention strategies to coincide with promotions.

Spin Reporting - December 2010							
Total Number of new installs in December, 2010				238,312			
Total Number of disconnects in November, December and January, 2011				485,851			
Installed MPNs who match both Last Name and Postal Code of previously Disconnected MPNs							
Number of matches on Top Five Numbers							
	5	4	3	2	1	0	Totals
Number of matches on address lines	44	364	750	906	944	3,514	6,522
4	3	3	21	33	30	61	151
3	5	54	101	92	119	246	617
2	4	48	107	133	121	256	669
1	7	28	64	81	110	432	722
0							
Totals:	63	497	1,043	1,245	1,324	4,509	8,681