BIGSQUID.AI™

USCCA®

About

The USCCA is a membership organization that provides education, training and the insurance-backed Self-Defense SHIELD. USCCA offers many services to protect its customers such as legal support, bail bonds, worker's compensation, and more. Because they are a membership organization, they are dependent on both new customers and contract renewals.

We did have enough basic user attributes to get an accurate Churn analysis that helped us more accurately identify those who are more likely to Cancel or Expire. The results also helped us validate what we already knew and define a baseline as we continue to make changes to reduce Churn."

Objective

Even without a dedicated sales team, USCCA is seeing impressive growth. Aggressive marketing and big infrastructure changes led to 36% growth year over year. In order to further scale their growth, USCCA needs to increase quality inbound leads as well as improve customer retention and reduce churn.

Solution

In order to increase customer retention, USCCA needs to first understand the causes of customer churn by identifying patterns and isolating common attributes. This is also the approach they need to take to improve the quality of their inbound leads. By segmenting out their most loyal customers, they can identify qualities these customers share, and then adjust their marketing to target these ideal customers.

Because of the complexity of the many different customer personas and myriad of data points, it is necessary to leverage a machine learning software that can recognize advanced patterns quickly and easily and give analysts the ability to create models and take action on those models.

Outcome

Using BigSquid.ai's Kraken platform, USCCA built a model to analyze their customer data for redundancies among former customers. From this data, Kraken was able to output specific customer traits that were indicative of someone likely to churn at the individual customer level.

An added (although unintentional) benefit to preparing for the churn analysis was the recognition of what data they didn't have and what they should be collecting going forward for more accurate results.