



## StatSoft Poland helps Netia SA increase customer retention

### KEY POINTS

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#### Business

Netia SA

#### Overview

- Poland's largest, independent telecom operator
- Parent company was founded in 1990

#### Challenges

Seeking a more effective means to increase customer satisfaction, thus increasing customer retention, while also maintaining competitive rate structure.

#### StatSoft Solution

*STATISTICA Data Miner*

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*"StatSoft Poland offered us a solution that guarantees high efficiency."*

— **Remigiusz Siudziński**

*Senior Maintenance Manager  
Customer Marketing Department*

### BACKGROUND

Netia ([www.netia.pl](http://www.netia.pl)) is the largest, independent telecommunications operator in Poland. It provides fixed-line services throughout the country. The company provides its services to companies and individuals, and (as of spring 2013) has more than 400,000 active subscriber lines. Its digital fiber optic network enables Netia to offer the services of a higher standard than is more commonly available.

### MISSION

Netia's strategy is to achieve further growth primarily through customer satisfaction and competitive rates while maintaining the highest quality of service.

### CHALLENGE

With plans for further development in a highly competitive telecommunications market, Netia SA decided to launch a project to increase customer retention. Netia has chosen *STATISTICA Data Miner*, which provides the most modern techniques to analyze data and produce predictive models to support customer maintenance activities.

"Due to increased competition in the telecommunications industry, it is becoming ever more important to care for our current customers," notes Remigiusz Siudziński, Sr. Maintenance Manager in Netia's Customer Marketing Department. "We try to adapt each offer to our clients' current needs and ensure that they are satisfied with our services. We are confident that through our union with StatSoft, we can be even more effective."

### HOW STATISTICA HELPED

The *STATISTICA* solution provides the means to implement Netia's strategy through carefully targeted actions tailored to each of the hundreds of thousands of Netia customers. It's a simple way to increase customer retention and revenue while lowering the cost of marketing campaigns.

The models produced by *STATISTICA* will generate a list of the customers least likely to continue to use Netia's services and, through data analysis, will identify the factors significantly influencing their decisions whether to change service providers. The knowledge gained from these models will enable Netia not only to take appropriate preventive action to reach those customers exhibiting the highest cancellation risk, but also to adjust rates and offer each client a custom-tailored solution.

### ABOUT STATSOFT POLAND

StatSoft Poland ([www.StatSoft.pl](http://www.StatSoft.pl)) is the Polish office of StatSoft, Inc., one of the world's largest providers of business solutions that extract and analyze useful knowledge from data. StatSoft's high-quality *STATISTICA* products and services are widely used by global corporations, business services, commerce and industry, financial institutions, government agencies, research institutes, etc. StatSoft offices provide users with technical assistance, offer classes, and provide implementation services and consulting. These consulting services cover the entire spectrum of analysis: forecasting, segmentation, scoring, analytical CRM, cross- and up-selling, customer satisfaction and loyalty analysis, fraud detection models, and the construction of churn analysis models.