

The logo for CDRlive, with 'CDR' in black and 'live' in orange script, followed by a blue double-quote icon.

# CHURN TRACKING

**Churn tracking** is a part of the Analytics solution. Churn metrics are critical to business operations, and not only provide insight into your own organization's churn metrics and predictions, but also that of your competitors'.

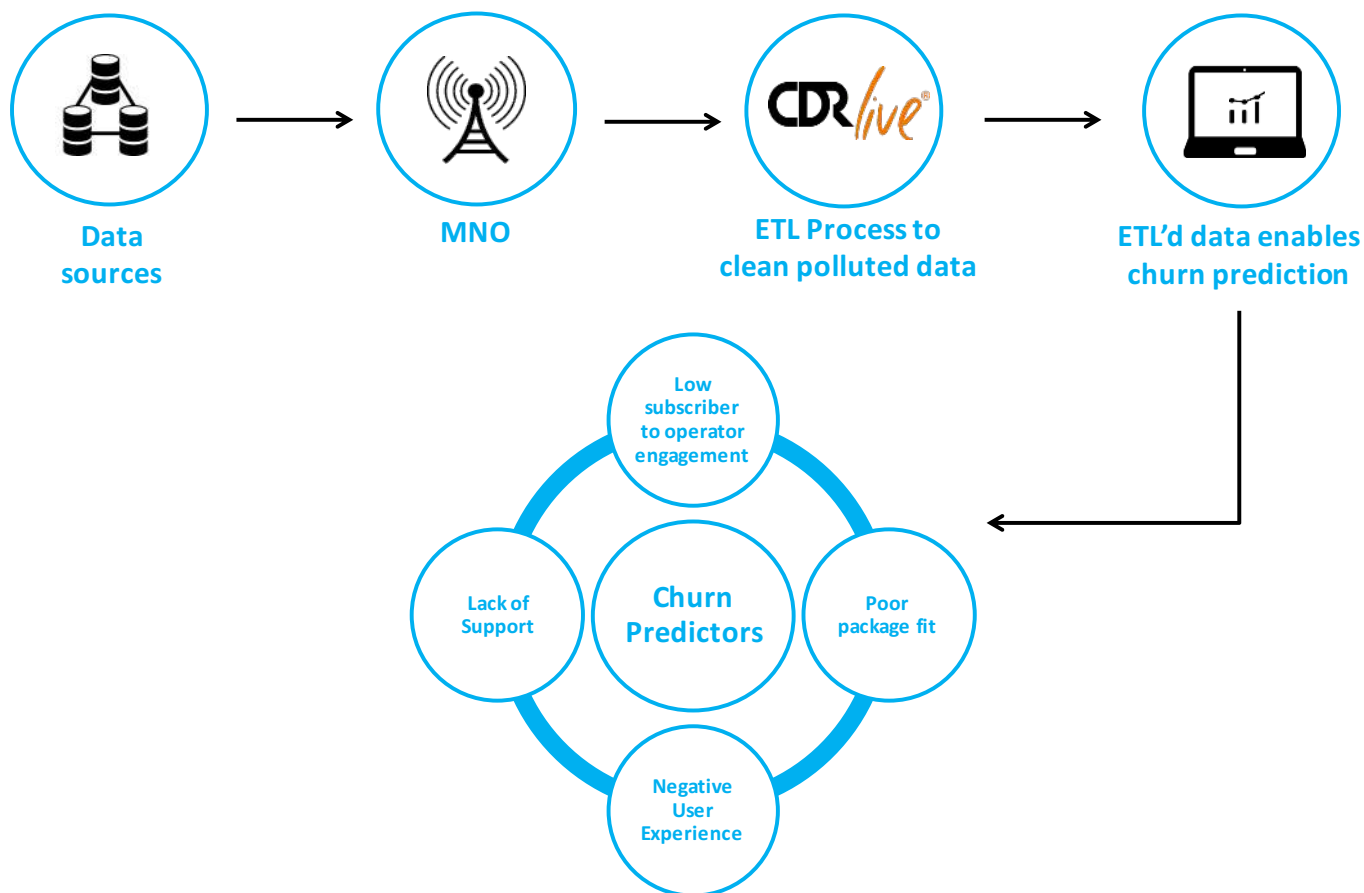
## Key Features:

- ✓ Identifies decline and its drivers per segment and per geographic location, and that of your competitors.

## Benefits:

- ✓ Decreases retention costs.
- ✓ Protects your profitability through insight-driven Next Best Action (NBA) and Next Best Offer (NBO).

## How it Works:



## About Adapt IT

Adapt IT is a leader in ICT (information and communication technology) market through the provision of turnkey solution to the Education, Manufacturing, Energy, Financial Services, Hospitality and Telecommunication sector, employing over 1000 technology professionals and servicing more than 10 000 customers in 40 countries.

📍 Adapt IT Johannesburg Campus,  
152 14th Road,  
Midrand, Johannesburg

☎ +27 104 942 888

✉ sps-sales@adaptit.tech