Abstract

The speedy augmentation of the market in every sector is leading to superior subscriber base for service providers. Added competitors, novel and innovative business models and enhanced services are increasing the cost of customer acquisition. In such a tedious set up service providers have realized the importance of retaining the on hand customers. It is therefore mandatory for the service providers to inhibit churn- a phenomenon which states that customer wishes to quit the service of the company. To prevent the churn many approaches are used by the researchers. This paper reviews the different approaches used by researchers not only in communication sector but also other sectors which highly depends on customer participation.

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