

Churn Forecasts: Telstra, Vodafone (Highest), Vs Primus, VirginMobile (lowest)

APT Strategies has released the Australian Telecommunications Performance Rankings and Churn Forecasts Report, in which 4,000 responses were received from Australians mobile phone subscribers.

Churn Exposure Ranking	Telco	Demanding Customers Ranking (A)	Performance Score (B)	Churn Exposure (B/A)
1	RSL	1	9	9.00
2	Telstra	6	3.00	
3	Dingo Blue	4	1.25	
4	Vodafone	7	1.17	
5	AAPT	3	1.00	
6	Optus	8	8	1.00
7	Orange	4	0.57	
8	Primus	2	0.22	
9	Virgin Mobile	5	1	0.20

The report explains that the three telecommunications carriers most likely to be subjected to churn are Telstra, Dingo Blue and Vodafone. Orange, Primus, and Virgin Mobile, however, are likely to be able to avoid the worst of churn pressure.

According to Marc Phillips, With Telstra being most able to buy market share and Dingo Blue not suffering the cost of supporting its own physical network, the results strongly imply that Vodafone is the next major telecommunications carrier that will be subjected to churn pressure.

The decision by Optus to roll in RSL Communications subscribers is questionable given RSL Communications had the lowest performance ranking of (9) among its most demanding customers base. By contrast, Virgin Mobile had the highest performance ranking of 1 and a middle-of-the-pack demanding-ness ranking of 5 giving the lowest churn exposure measure of 0.20

The report states highlights the typical customer who has undemanding requirements is unlikely to churn from one telecommunications carrier to another. The churners are most likely to be found among those who have more demanding expectations.

By cross-comparing the rankings of performance with the rankings of which telecommunications carriers have the most demanding customers, APT Strategies were able to rank telecommunications carriers in order of their implied susceptibility to churn.

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