

KXEN USED BY ORANGE TO PREDICT AND REDUCE CUSTOMER CHURN

Predictive analytics help keep Orange ahead of their competitors

London, June 17, 2003 — KXEN's predictive modelling technology is being used by Orange, one of the world's most advanced and fastest-growing mobile communications companies, to identify which customers are most likely to churn in France. This information is then used to target effectively Orange's retention programs at those customers with a high propensity to churn. KXEN is a global analytic software company with offices in the UK, Paris and San Francisco.

Jean Philippe Gay, Director of Direct Marketing and Customer Loyalty, at Orange in France says: "In a maturing market, retaining customers is becoming increasingly important. Using KXEN, we can identify our at-risk customers and use the information at an operational level. Now we know the customers who are most likely to churn and can allocate appropriate resources to retain them—keeping us ahead of our competitors."

KXEN met the requirements of providing a fast and easy to use predictive analytical tool that would prove efficient and robust over time. And by running a KXEN predictive model across its database, Orange can understand and identify which particular variables are among the highest predictors and key drivers for churn.

Roger Haddad, CEO, KXEN, says: "By identifying the high risk customers, Orange can get in before it's too late and make the relevant retention offer. They can also make sure that offers are not made to customers which are not likely to switch to a competitor, therefore optimising their resources."