CREDIT SCORING ON CUSTOMER ACQUISITION, RETENTION, AND SEGMENTATION STRATEGIES FOR IMPROVED METRICS IN FIXED-WIRED TELECOMMUNICATION INDUSTRY IN THE PROVINCE OF LAGUNA

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ABSTRACT

This study attempted to determine the credit scoring on customer acquisition, retention, and segmentation strategies for improved metrics in the fixed-wired telecommunication industry in the province of Laguna. The goal of this study is to identify the correlation among credit scoring, customer acquisition, customer retention and segmentation strategies. This study utilized a descriptive-correlational research design with the help of a survey questionnaire. The actual respondents were forty-one (41) selected employees from fifty (50) telecommunication companies in Laguna or the retrieval rate was 91%. The results showed that the credit scoring encourages customers to maintain a good financial history to qualify for services, ensures the company acquires reliable and long-term customers and credit scoring to evaluate potential customers. Telecommunication companies that are generally effective in retaining their customers suggest that their strategies and policies, such as competitive pricing, quality service delivery, or tailored retention programs, are successful in fostering customer loyalty and maintaining long-term relationships. The geographic factors such as urban and rural areas influence the company's marketing and service delivery strategies; service offerings are segmented based on the income levels of its customers and customer feedback to refine its segmentation strategies and improve services. The more the fixed-wired telecommunication industries in the province of Laguna exhibit the credit score on customer retention, the higher the level of retention and the more effective the segmentation strategies. Moreover, the credit scoring on customer acquisition statistically and significantly predicts the segmentation strategies of selected fixed-wired telecommunication industries in the province of Laguna. Hence, there is a need to propose an action plan to improve the credit scoring on customer acquisition, retention, and segmentation strategies of selected fixed-wired telecommunication industries in the province of Laguna.

Keywords: Fixed-Wired Telecommunications, Customer Acquisition, Customer Retention, Segmentation Strategies