

Data description for Service Allocation case

Variable	Description
customer_id	A unique id for each customer
nobs	Observation number for each customer
age_in_days	Number of days with the service provider since first purchase
offshore	Binary variable which is 1 if the call is routed offshore, and 0 otherwise
log_durat	logarithm of the current call duration
lag_log_durat	logarithm of the previous call duration
retention	Binary variable which is 1 if the customer retains the service, and 0 if he/she leaves
weighted_offshore	The recency weighted frequency of being serviced offshore
TECH_PROBLEM	Binary variable which is 1 if the call is about a technical question, and 0 otherwise
num_computer	The number of computers owned by the customer
num_CALLER_EXPERTISE	The level of expertise of customer. 1=novice to 5=expert
oversat	Overall satisfaction rating given by this customer to the firm
call_week	The number of the week in which call occurred
residential	Binary variable which is 1 if it is a residential customer is, and 0 otherwise
cum_no_case	Total cumulative number of calls for this customer
pricecut	One time price promotion for this product
price	The monthly price of the product used by the customer
wait_time	The waiting time in minutes for this call
compet_entry	Binary variable which is 1 if there is a competitive offer in the customer's local market, and 0 otherwise
penalty	Penalty fee for terminating a contract