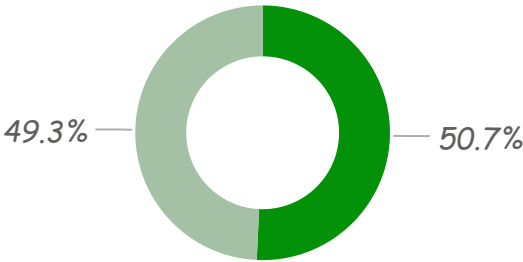


# TELCOM CUSTOMER REPORT: RETENTION PROFILE

## DEMOGRAPHICS

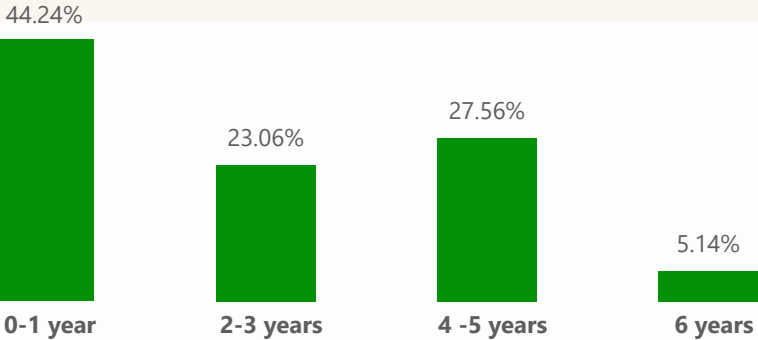
Male Female



13%  
Senior citizen

53%  
Partners

### Client tenure



\$16M

Retention Revenue

73.5%

Retention Rate

## SERVICES

### PHONE

uses multiple lines?



YES

45%

NO

55%

### INTERNET

Fiber optic

DSL

No

44%

34%

22%

### Online Security



33%

### Online Backup



37%

### Device Protection



36%

### Tech Support



34%

### Streaming TV



37%

### Streaming Movie

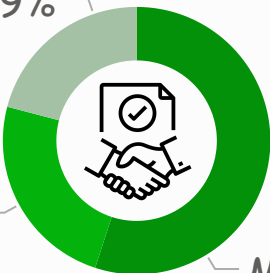


37%

## CONTRACT TERMS

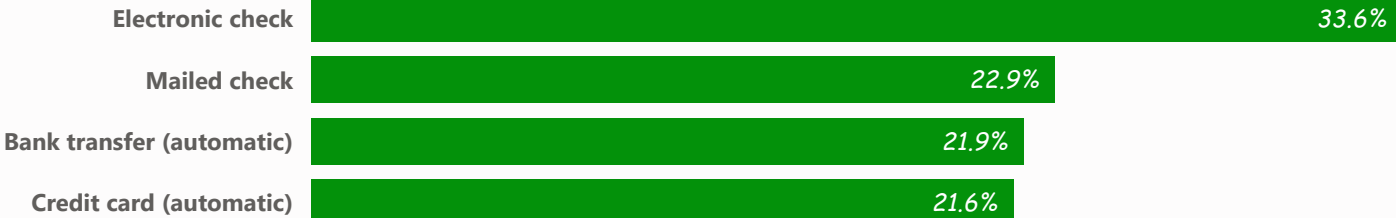
One year 20.9%

Two year  
24.1%



Monthly 55.0%

### PAYMENT METHOD



# TELCOM CUSTOMER REPORT: CHURN PROFILE

## DEMOGRAPHICS

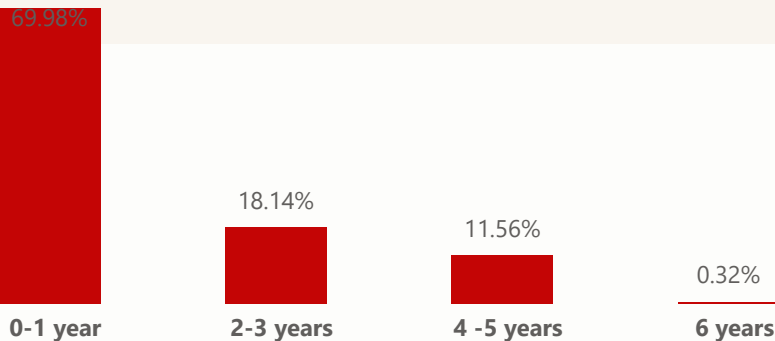
● Female ● Male



25%  
Senior citizen

36%  
Partners

### Client tenure



\$3M

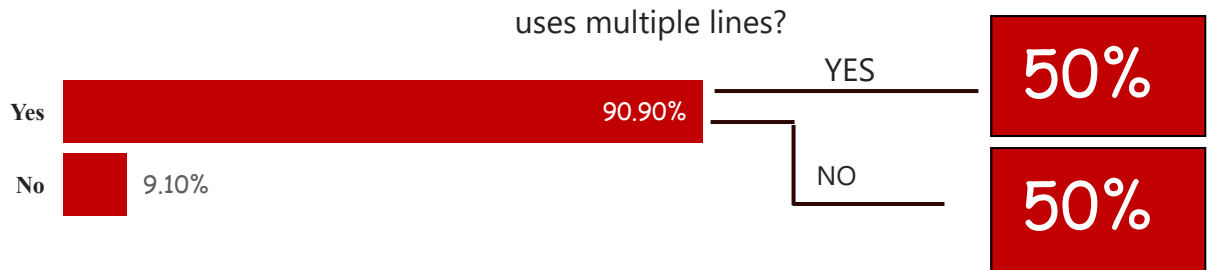
Churn Revenue

26.5%

Churn Rate

## SERVICES

### PHONE



### INTERNET



### Online Security



### Online Backup



### Device Protection



### Tech Support



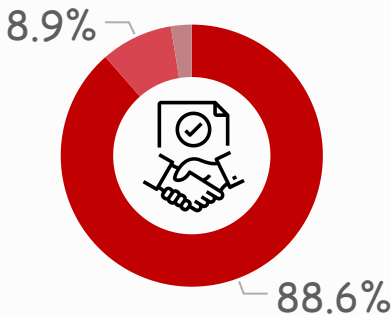
### Streaming TV



### Streaming Movie



## CONTRACT TERMS



● Monthly  
● One year  
● Two year

### PAYMENT METHOD

