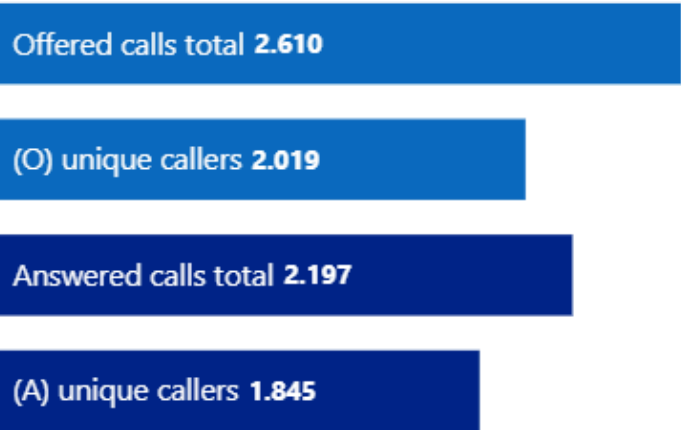


# Telmore Funnel Dashboard

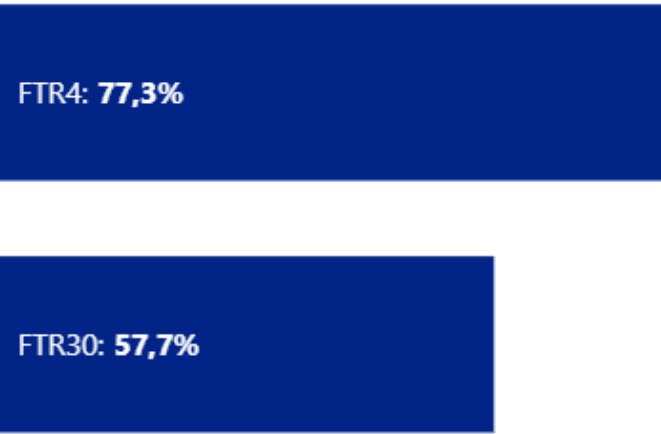
Calls AI Chats IVR Web / App

Calls in Period



0K 1K 2K

FTR in Period

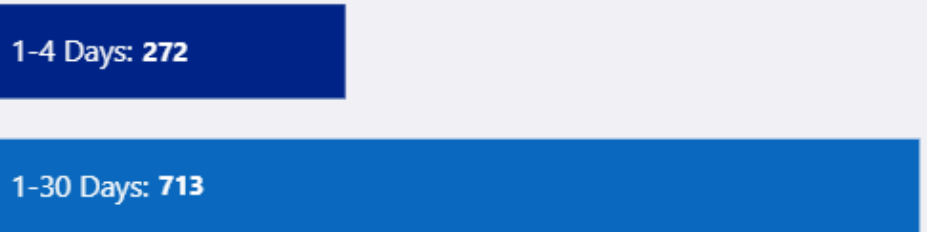


0% 20% 40% 60% 80%

Returning Contacts - Calls, AI Chats, IVR, Web/App

Deep Dive: Calls AI Chats IVR Web / App

Calls



AI Chats



IVR



Web / App



Capturi Reaons

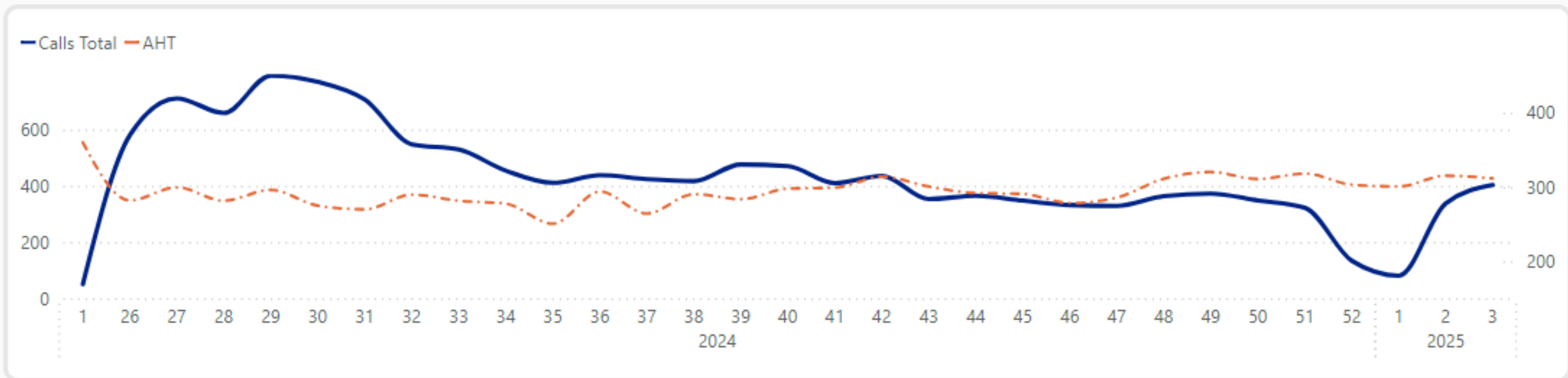
Tracker name	Count
Indledning/Byd velkommen	447
Bruges til "Smidt af"	435
Hej (bruges til smidt af) 1 minut	432
hej 1(bruges til smidt af)	428
Tilfredshed	424
Høflig afslutning	404
Får kunde løst problem/udfordring	389
Afslutningsvis tilfreds	380
Høflig 'agent' (Bruges til smidt af)	334
Afslutning 'kunde' (bruges til smidt af)	282
Agent identificerer kunden	213
Indvendingsbehandling 'Anerkend kunden'	197
Not tracked in Capturi	196
Indledende afdækning (Bruges til SAVE)	145
Forsøg på fastholdelse (Bruges til SAVE)	119
Spørge ind til salg/mersalg	79
Tilbagevendte kunder	74
Opsigelse - agent	73
Telmore.dk - se/finde	72
Empati	60
Total	713

# Signups Dashboard

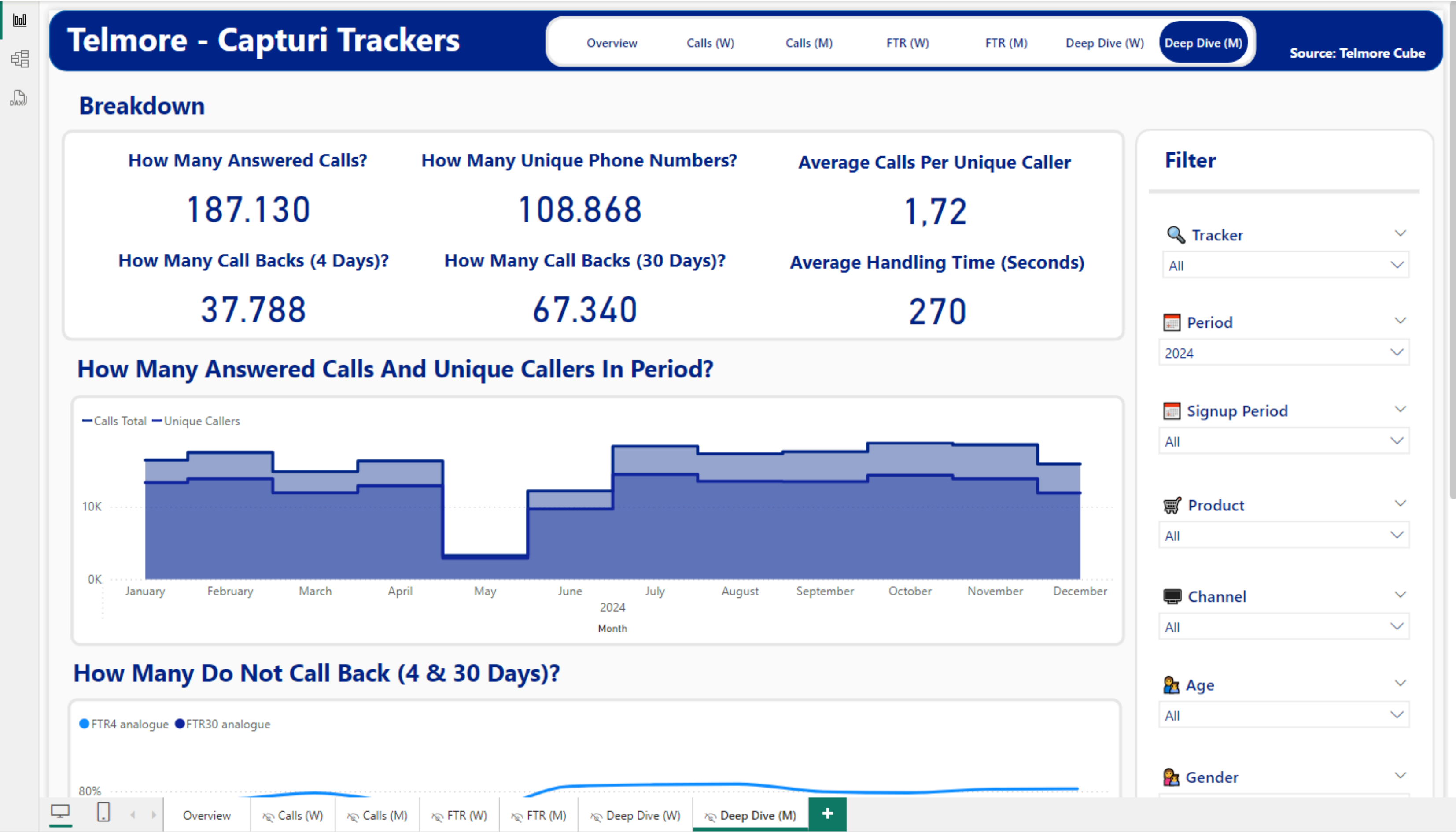


# Capturi Trackers

## Spørgsmål til udlandstelefonti / roaming

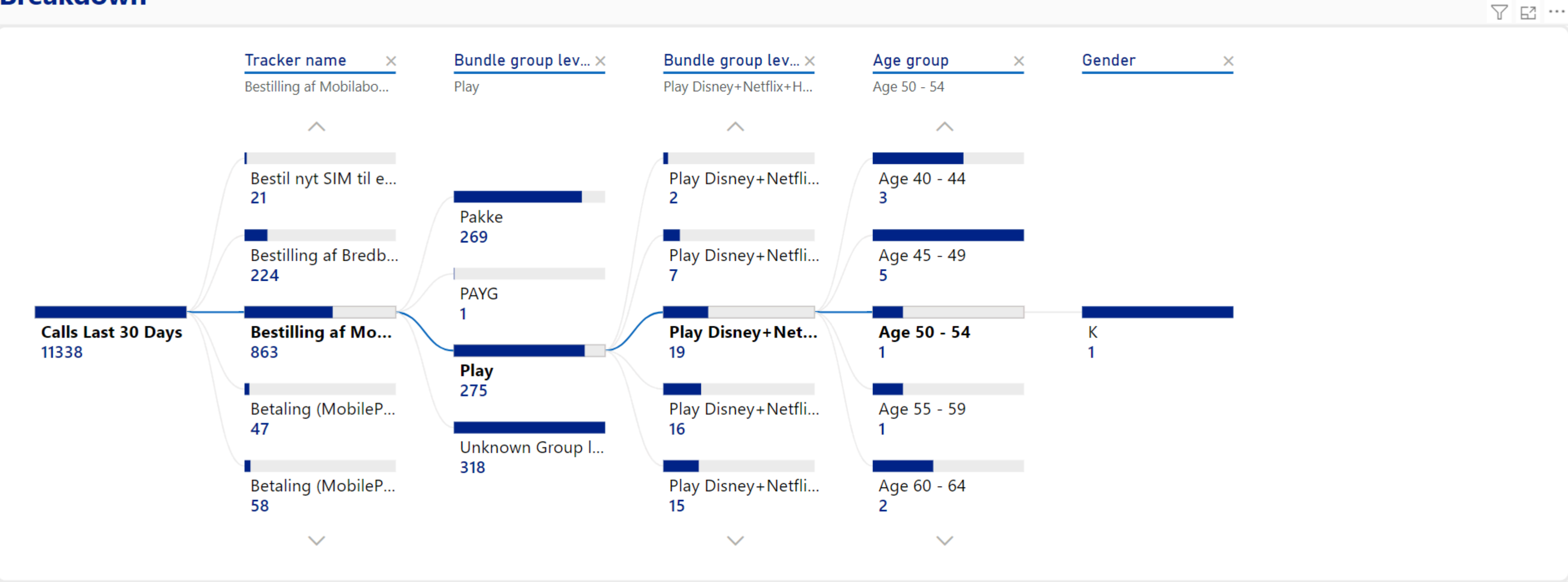


# Capturi Trackers



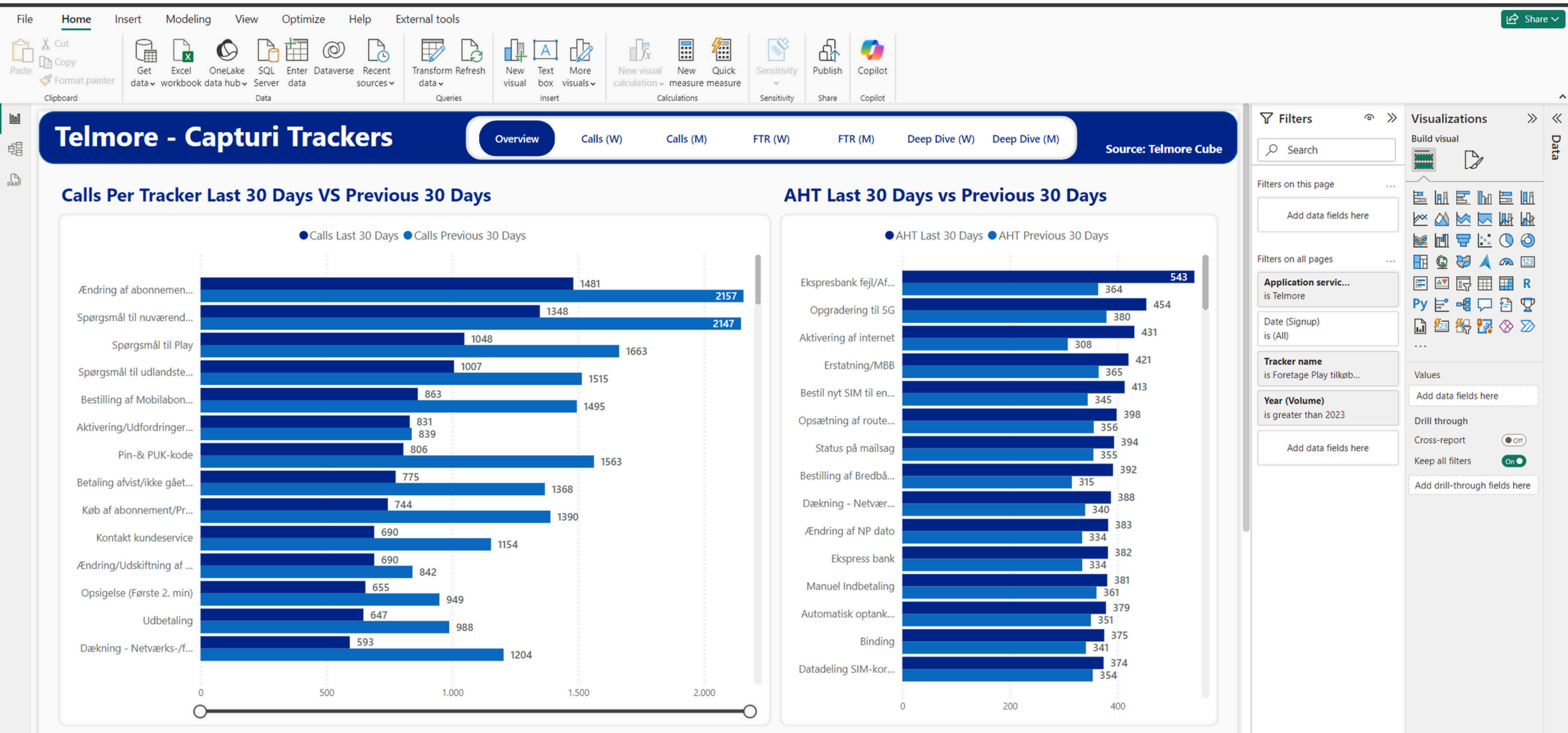
# Decomposition Tree

## Breakdown





# Capturi Trackers



# IVR Performance

IVR Performance

IVR Performance | FTR | Tables | Breakdown

2024

IVR (Unique Customers)

Select Event Level All

13,012

Unique IVR Events

8221

Successful IVR Events

81.2%

% Successful IVR Events

29.2%

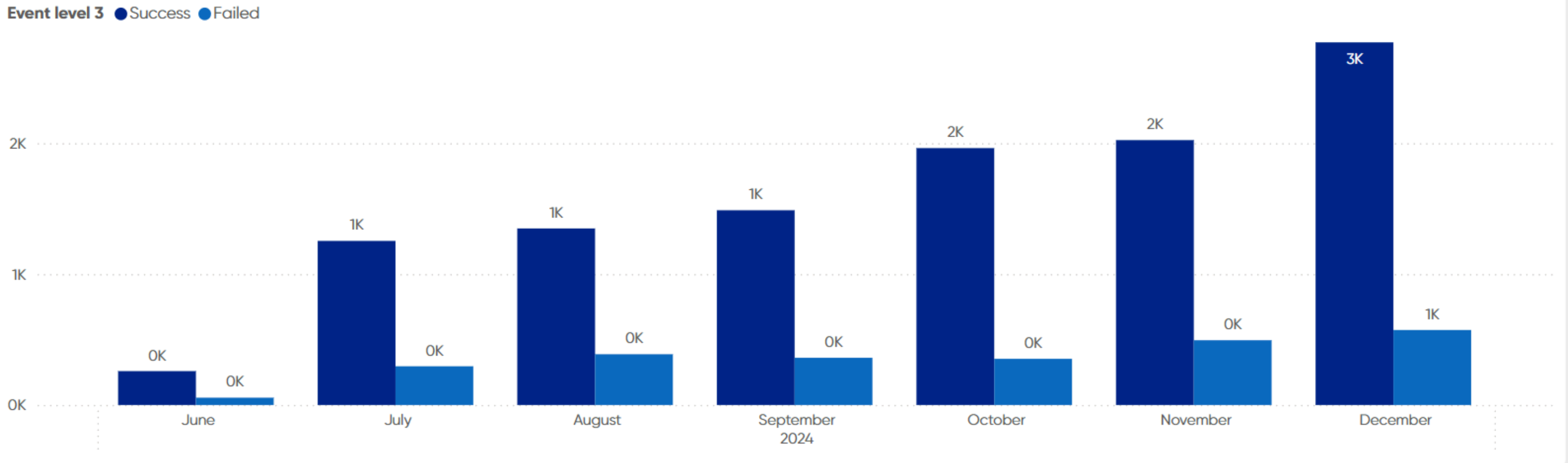
% Customers Calling Back (4 Days)

2445

Failed IVR Events

18.8%

% Failed IVR Events



Filters

Q Search

Filters on this page

Date (Volume)

is (All)

Event type

is IVR

# IVR Performance

## IVR Performance

IVR Performance

FTR

Tables

Breakdown

2024

### FTR (Unique Customers)

Select Event Level

All

76.5%

FTR0

70.8%

FTR4

63.1%

FTR30

23.5%

% Customers KC (FTR0)

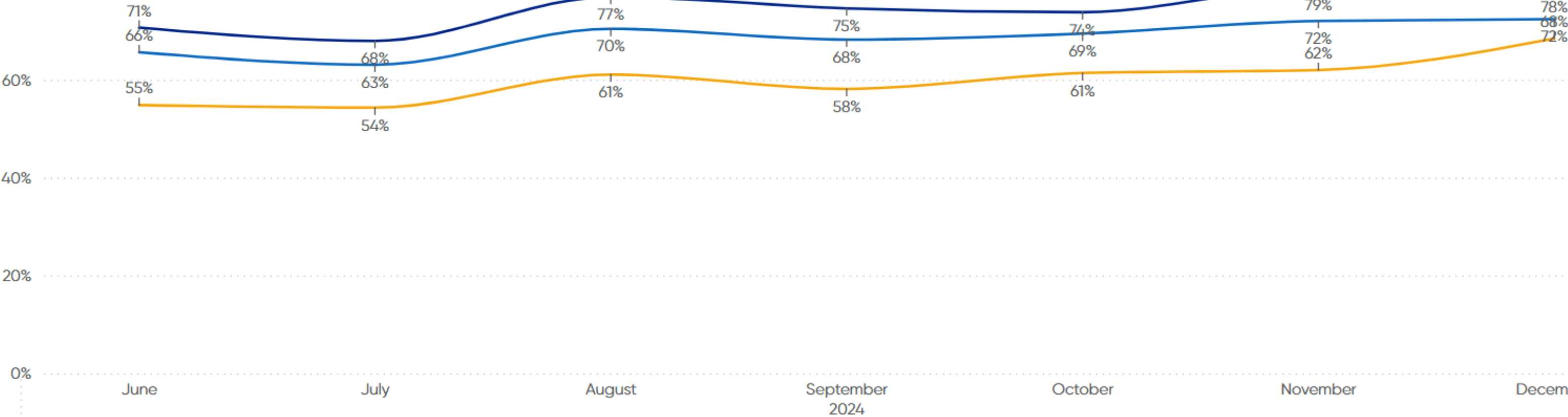
29.2%

% Customers KC (FTR4)

36.9%

% Customers KC (FTR30)

FTR0 FTR4 FTR30



#### Filters

Search

Filters on this page

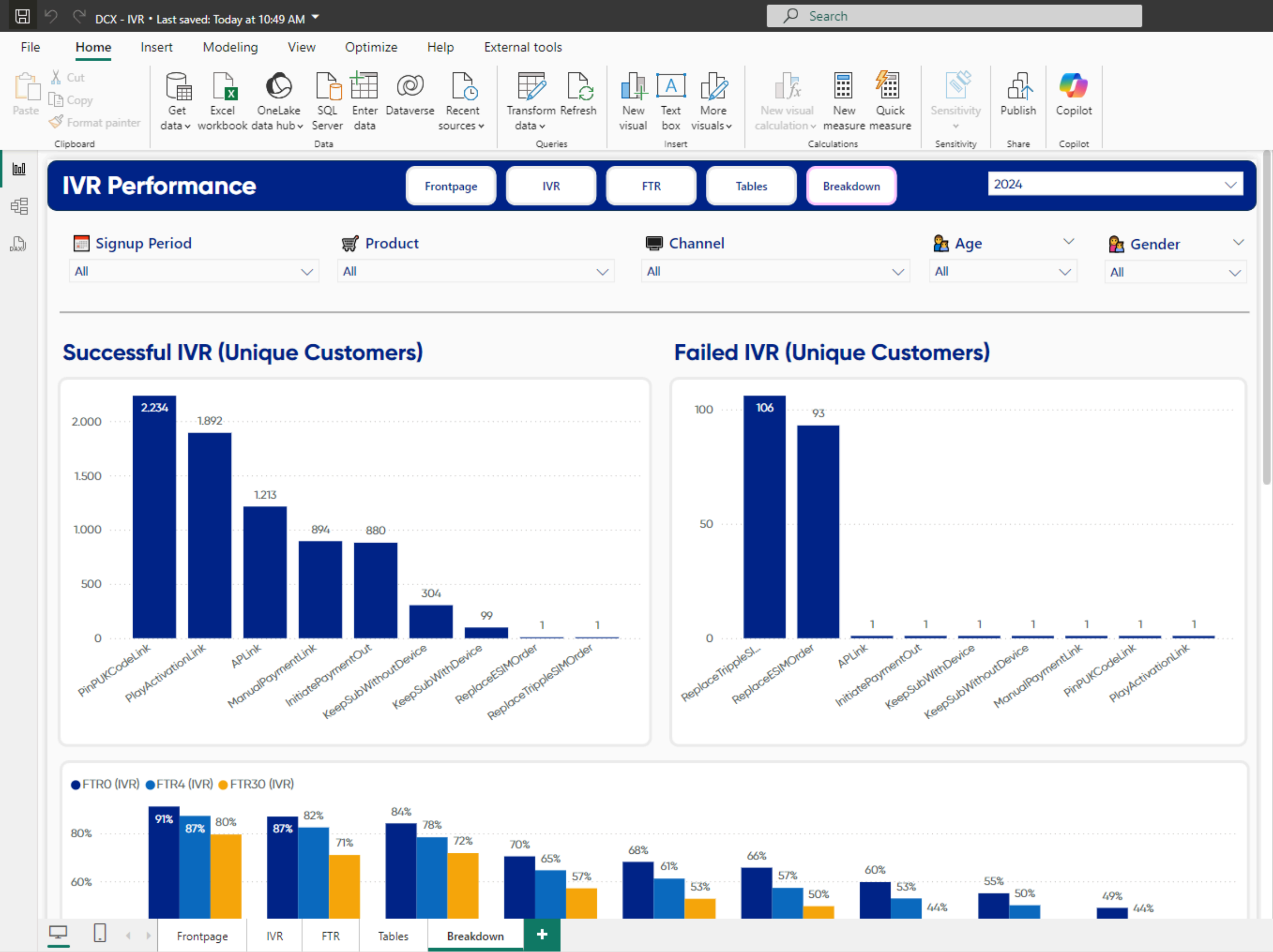
Date (Volume)  
is (All)

Event level 3  
is Success

Event type  
is IVR



# IVR Performance



# ARR Summary

≡ Date    ≡ Plan

ARR

\$3.1M

+15.2% from previous month

MoM Growth

9.1%

+10.4% from previous month

Customers

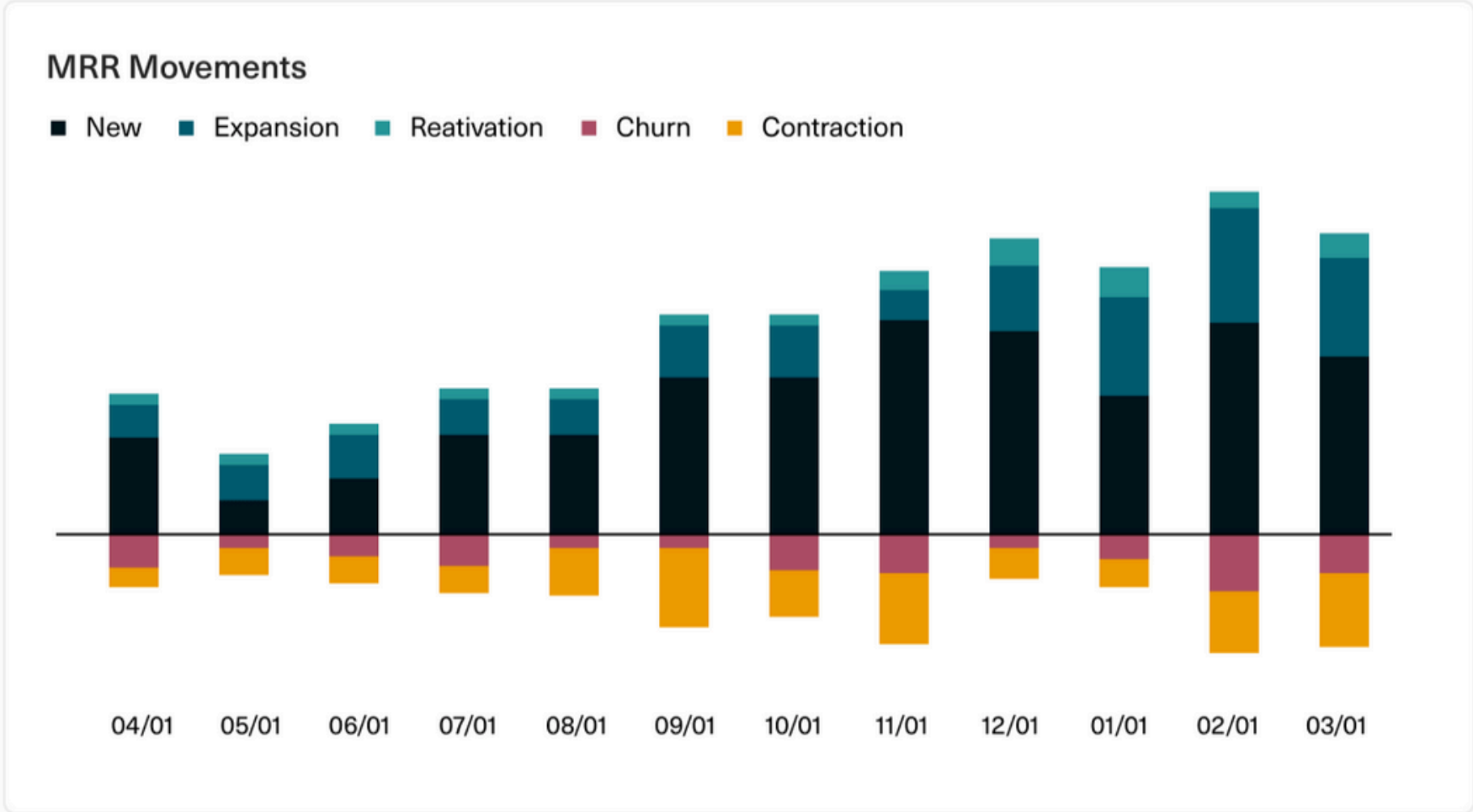
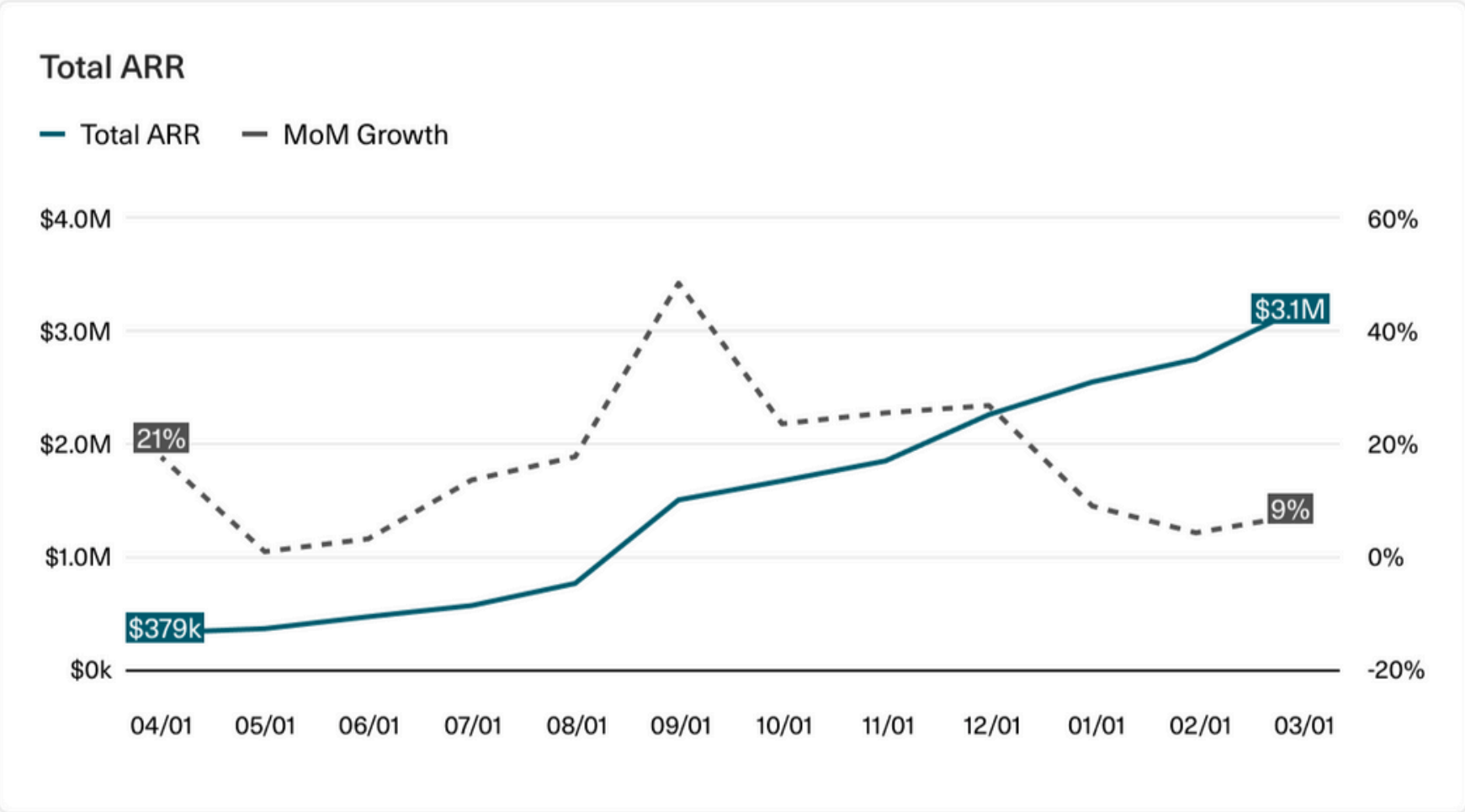
152

+3.4% from previous month

ARPA

\$20,394

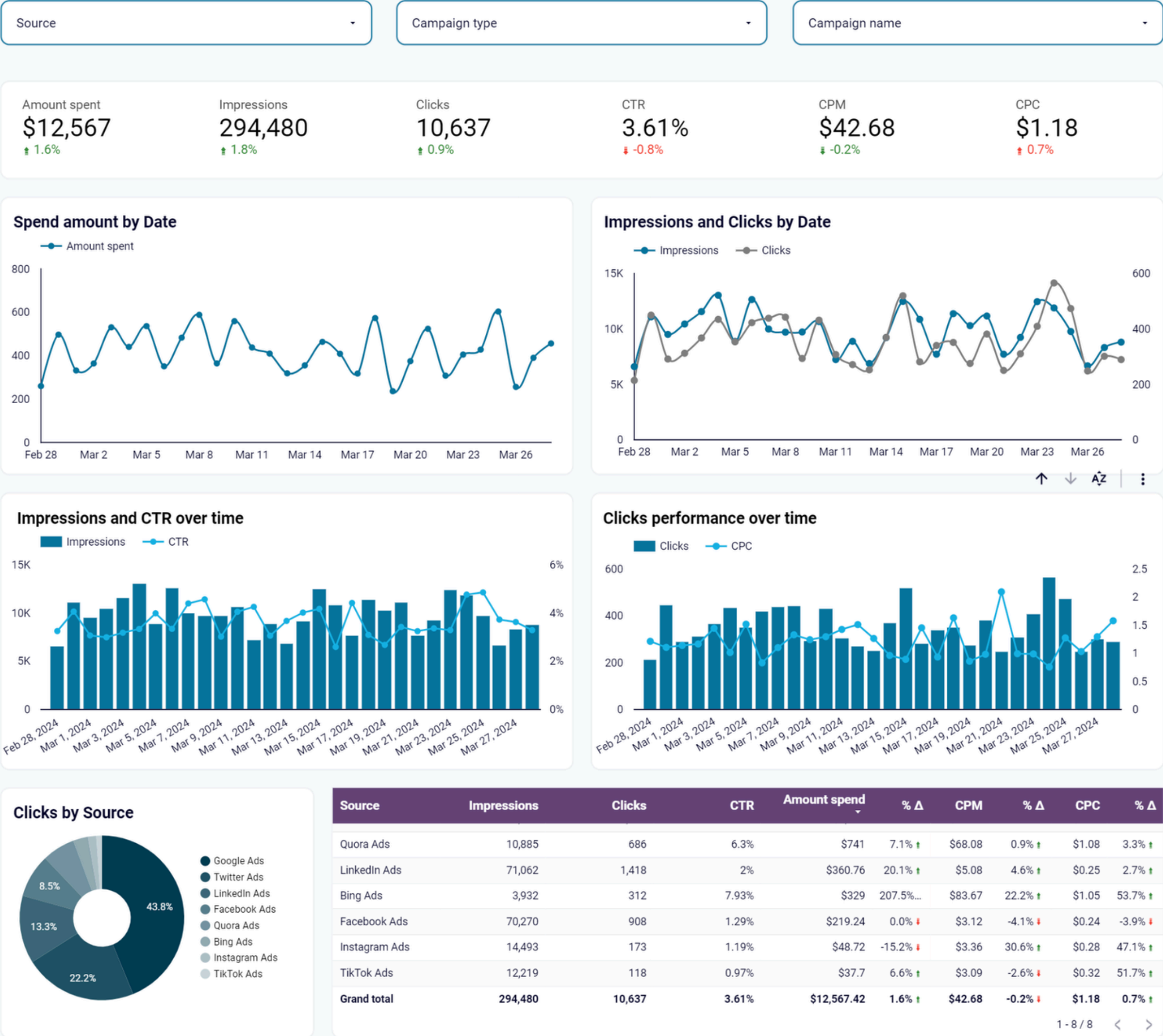
+8.2% from previous month



# Cohort Visual

	Net Retained Revenue Retention →												
Cohort month	0	1	2	3	4	5	6	7	8	9	10	11	12
01/01/2023	100%	98%	100%	102%	104%	106%	108%	110%	112%	114%	116%	120%	124%
02/01/2023	100%	101%	103%	105%	107%	110%	112%	115%	117%	120%	122%	126%	128%
03/01/2023	100%	99%	101%	104%	106%	109%	111%	114%	116%	118%	122%	126%	130%
04/01/2023	100%	98%	99%	102%	103%	105%	107%	108%	109%	113%	116%	120%	124%
05/01/2023	100%	102%	104%	107%	109%	111%	113%	115%	117%	119%	123%	127%	129%
06/01/2023	100%	101%	103%	104%	106%	107%	108%	110%	113%	115%	117%	121%	125%
07/01/2023	100%	102%	103%	106%	107%	109%	110%	111%	112%	114%	118%	122%	126%
08/01/2023	100%	101%	103%	104%	106%	107%	108%	111%	113%	116%	120%	124%	
09/01/2023	100%	101%	102%	104%	105%	108%	111%	113%	115%	117%	121%		
10/01/2023	100%	102%	103%	105%	107%	108%	109%	111%	114%	115%			
11/01/2023	100%	101%	103%	106%	107%	108%	111%	113%	114%				
12/01/2023	100%	99%	100%	103%	105%	108%	110%	112%					

# Marketing Performance





# Table

Executive Metrics	Actual	Target	YoY	Attainment
MQL Volume	1,336	2,500	▲ 11%	53%
Cost per Paid Lead	\$1.81	\$1.25	▲ 28%	69%
Pipeline Coverage (Next 4 Weeks)	2.7x	3.0x	▼ -24%	90%
Pipeline Won (Last 4 Weeks)	\$91,197	\$90,000	▲ 30%	101%
Daily Active Users	1,300	900	▲ 62%	144%
Annual Recurring Revenue	\$2,276,475	\$2,250,000	▲ 26%	101%