

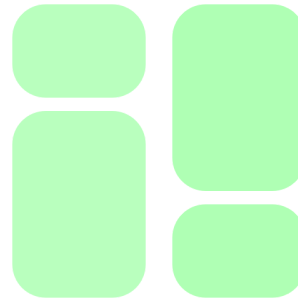
1. Increase tech support capacity for Fiber Optic customers and lower tech tickets per customer to 0.5

2. Increase sale of 1 and 2 year contracts by 5% each

3. Yearly increase of automatic payments by 5%

KEY PERFORMANCE INDICATOR (KPI)

CHURN DASHBOARD



1. Demographics
2. Customer Account Information & Services

CUSTOMER RISK ANALYSIS



1. Internet Service
2. Type of Contract
3. Payment Method