Email with Info

Subject: Dashboard Recommendations and Implementation

Hi Janet,

I trust this email finds you well. I wanted to update you on the findings and recommendations for the upcoming dashboard project at PhoneNow. Here's a brief overview:

Key Findings:
1. Tech Support Capacity:
  - High tech tickets for Fiber Optic customers.
  - Target: Lower tech tickets per customer to 0.5.

2. Contract Sales:
  - Target: Increase 1 and 2-year contract sales by 5% each.

3. Automatic Payments:
  - Target: Achieve a 5% yearly increase in automatic payments.

Dashboard Enhancements:
- Tech Support:
 - Additional training for Fiber Optic support.
 - Introduction of self-help resources.

- Contract Sales:
 - Promotions and incentives for longer-term contracts.
 - Targeted marketing campaigns.

- Automatic Payments:
 - Discounts and rewards for automatic payments.
 - Simplified setup processes.

Churn Dashboard:
- Real-time updates.
- Detailed demographic filters.
- Actionable insights for the retention team.

Risk Analysis:
- Proactive measures for high-risk segments.

I'll be working closely with the team to implement these changes effectively. If you have any questions or would like to discuss this further, please let me know.

Best regards,
MD Rashadul Islam
Digital Accelerator, PhoneNow