



Welcome to PhoneNow Call Centre



Key Performance Indicators

- 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%

Churn Dashboard



- Demographics
- Customer Account Information
- Services

Customer Risk Analysis



- internet service
- type of contract
- payment method





Call Centre Customer Churn Dashboard

**1869**

Customers at Risk

2173

#of Tech Tickets

885

#of Admin Tickets

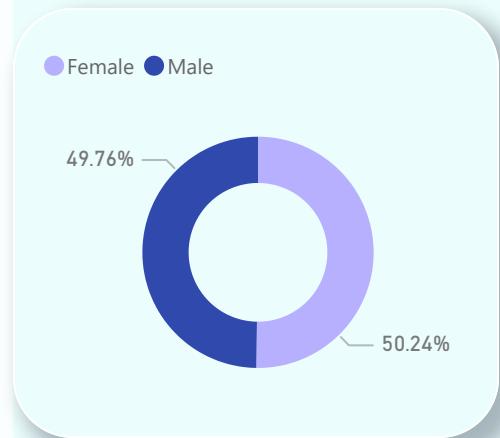
**₹2.86M**

Yearly Charges

₹139.13K

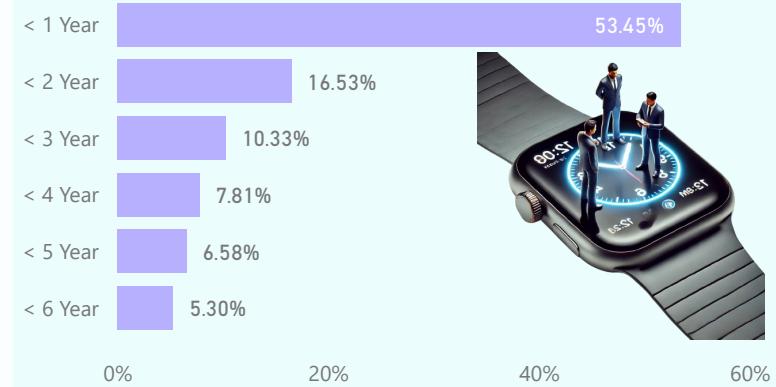
Monthly Charges

Demographics



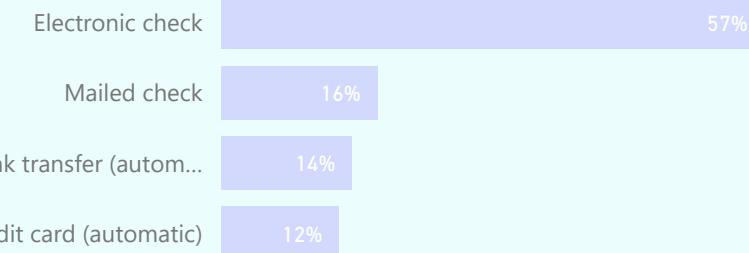
25%
Senior Citizen in %
36%
Partner in %
17%
Dependents in %

Subscription Time



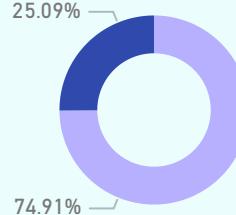
Customer account information

Payment Method

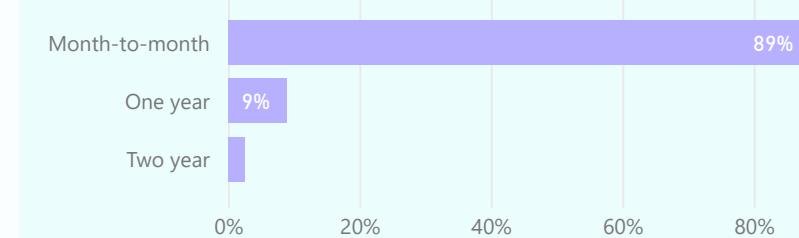


Paperless Billing

Yes
No



Type of Contract



Services customers signed up for

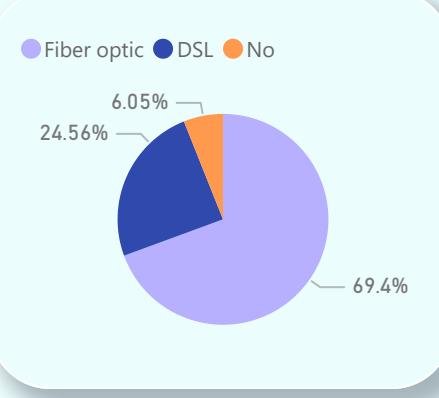
Average Charges

91% Phone Service **49.97%** **50.03%**
Multiple Lines? no yes



Average Charges

₹74.44
Monthly
₹1,531.80
Total





Customer Risk Analysis



Risk of Churn

- No
- Yes

7043

Total Customer

26.54%

Churn Rate %

**2955**

Tech Tickets

₹16.06M

Yearly Charges

3632

Admin Tickets



Internet Service

- DSL
- Fiber optic
- No

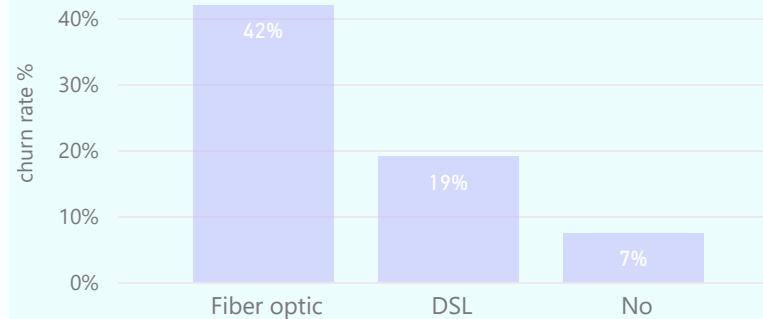
Monthly Subscribed

0 **72**

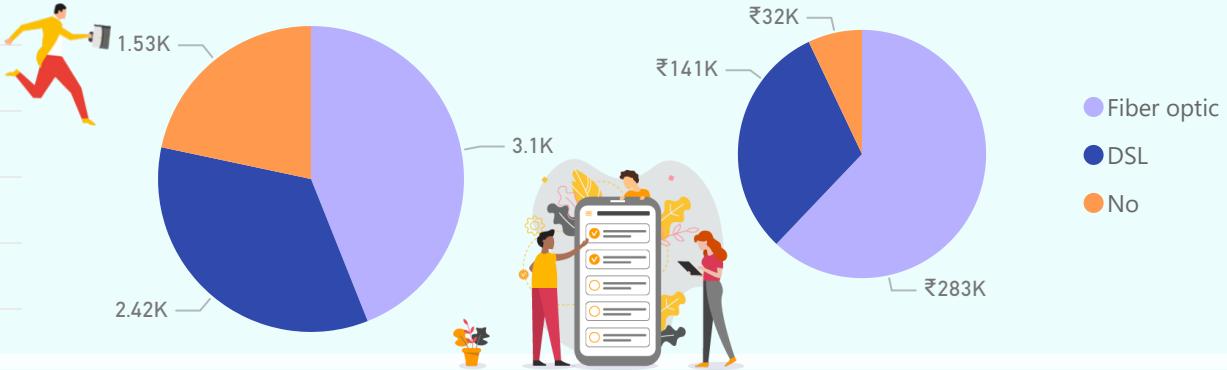
Contract Type

- Month-to-month
- One year
- Two year

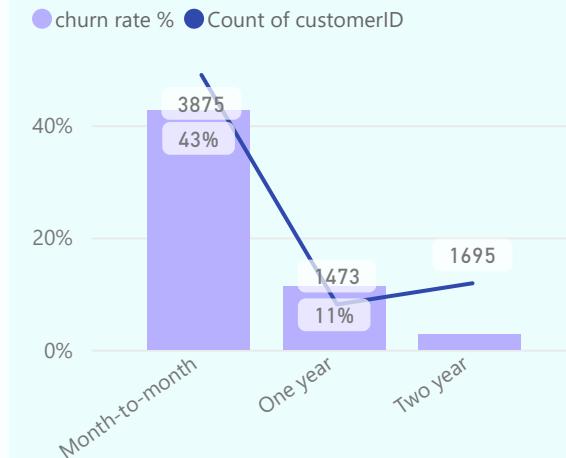
Churn by type of internet service



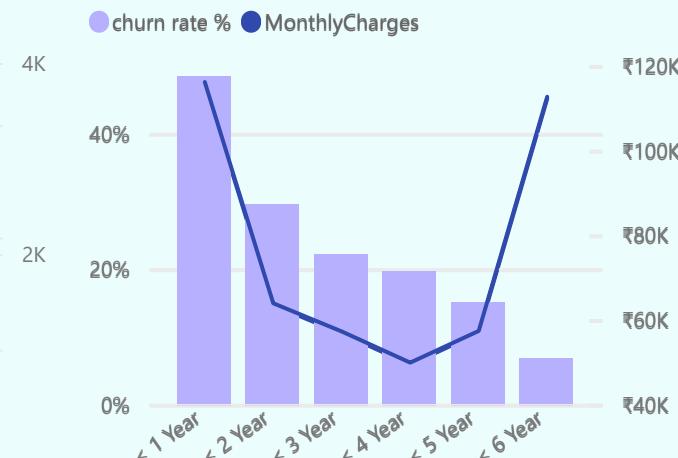
Paperless Billing



Type of Contract



Years of Contract



Churn by Payment Method

