

Digital Traffic & Self-Serve Interactions

Visitors tracks the unique customers that log in

Adoption measured the number of customers (at the BAN level) using the app for the first time after activation

Visit is a unique session. Multiple pages on a visit will count as one. A visit resets if customer comes back after 30 minutes without logging out

Self serve interactions measures what the customer does online. One visits can have multiple interactions

Digital Traffic	WE 31-May	WE 24-May	WE 17-May	WE 10-May	WoW %	Avg. Prev 8 weeks	Prev 8 weeks to current	MTD	Prev Yr MTD	MTD YoY%	YTD	Prev Yr YTD	YoY%
Visitors	2M	2M	2M	2M	-8%	2M	-4%	6M	6M	-2%	31M	32M	-3%
App	2M	2M	2M	2M	-8%	2M	-3%	4M	4M	2%	21M	21M	1%
Bell	1M	1M	1M	1M	-12%	1M	-4%	3M	3M	5%	14M	13M	3%
Virgin	479K	486K	481K	484K	-1%	490K	-2%	1M	1M	-6%	6M	6M	-5%
Lucky	103K	99K	98K	99K	4%	99K	4%	259K	221K	17%	1M	1M	21%
Web	499K	541K	501K	520K	-8%	532K	-6%	2M	2M	-9%	10M	12M	-10%
Bell	387K	431K	395K	408K	-10%	417K	-7%	2M	2M	-8%	8M	9M	-11%
Virgin	84K	84K	81K	85K	-1%	86K	-3%	328K	367K	-11%	2M	2M	-11%
Lucky	28K	26K	25K	27K	10%	29K	-3%	111K	139K	-20%	645K	648K	0%
New Adoption 30D	15K	14K	15K	15K	6%	16K	-5%	67K	77K	-13%	354K	425K	-17%
Bell	9K	8K	9K	9K	5%	10K	-10%	40K	35K	13%	198K	208K	-5%
Virgin	3K	3K	3K	3K	15%	3K	-2%	12K	24K	-49%	89K	148K	-40%
Lucky	3K	3K	3K	3K	2%	3K	6%	14K	17K	-17%	67K	69K	-2%
New Adoption 90D	18K	17K	17K	18K	5%	19K	-4%	79K	92K	-14%	437K	516K	-15%
Bell	10K	10K	10K	11K	3%	11K	-8%	47K	43K	9%	244K	257K	-5%
Virgin	4K	3K	3K	3K	11%	4K	-3%	15K	29K	-48%	110K	178K	-38%
Lucky	4K	4K	4K	4K	4%	4K	5%	17K	20K	-14%	83K	82K	2%
New Adoption All	27K	28K	26K	27K	-5%	28K	-6%	121K	130K	-7%	634K	715K	-11%
Bell	17K	19K	17K	18K	-9%	19K	-9%	79K	69K	15%	390K	396K	-1%
Virgin	5K	5K	5K	5K	6%	5K	-1%	22K	39K	-44%	144K	224K	-36%
Lucky	5K	5K	4K	5K	3%	5K	3%	20K	23K	-11%	99K	95K	4%
Base Adoption 30D	3M	3M	3M	3M	1%	3M	1%	3M	3M	8%	3M	3M	8%
Bell	2M	2M	2M	2M	1%	2M	2%	2M	1M	11%	2M	1M	11%
Virgin	1M	1M	1M	1M	0%	1M	0%	1M	1M	1%	1M	1M	1%
Lucky	241K	238K	235K	232K	1%	232K	4%	241K	193K	25%	241K	193K	25%
Base Adoption 90D	3M	3M	3M	3M	1%	3M	1%	3M	3M	8%	3M	3M	8%
Bell	2M	2M	2M	2M	1%	2M	2%	2M	2M	11%	2M	2M	11%
Virgin	1M	1M	1M	1M	0%	1M	0%	1M	1M	1%	1M	1M	1%
Lucky	299K	295K	291K	287K	1%	287K	4%	299K	239K	25%	299K	239K	25%
Base Adoption All	6M	6M	6M	6M	0%	6M	1%	6M	6M	4%	6M	6M	4%
Bell	4M	4M	4M	4M	0%	4M	1%	4M	4M	5%	4M	4M	5%
Virgin	2M	2M	2M	2M	0%	2M	0%	2M	2M	-2%	2M	2M	-2%
Lucky	386K	382K	377K	373K	1%	373K	4%	386K	319K	21%	386K	319K	21%
Visits	3M	4M	3M	4M	-9%	4M	-5%	16M	17M	-8%	82M	92M	-10%
App	3M	3M	3M	3M	-9%	3M	-4%	13M	14M	-8%	67M	75M	-10%
Bell	2M	2M	2M	2M	-13%	2M	-5%	8M	9M	-4%	43M	47M	-9%
Virgin	1M	1M	1M	1M	-3%	1M	-3%	4M	5M	-18%	20M	24M	-17%
Lucky	203K	196K	193K	197K	4%	197K	3%	883K	836K	6%	4M	4M	9%
Web	613K	669K	611K	645K	-8%	664K	-8%	3M	3M	-10%	15M	17M	-10%
Bell	481K	538K	486K	512K	-11%	527K	-9%	2M	2M	-10%	12M	13M	-10%
Virgin	100K	101K	96K	102K	-1%	103K	-3%	442K	487K	-9%	2M	3M	-10%
Lucky	33K	30K	30K	31K	9%	34K	-3%	139K	174K	-20%	797K	804K	-1%
Self serve Interactions	7M	8M	7M	8M	-10%	8M	-3%	34M	33M	3%	163M	159M	2%
App	4M	5M	4M	4M	-5%	4M	1%	20M	17M	15%	94M	85M	10%
Bell	3M	3M	3M	3M	-6%	3M	0%	14M	11M	21%	66M	54M	21%
Virgin	1M	1M	1M	1M	-3%	1M	2%	5M	5M	-1%	24M	28M	-12%
Lucky	192K	182K	185K	202K	6%	199K	-4%	866K	698K	24%	4M	3M	17%
Other	16K	16K	10K	10K	-1%	10K	64%	56K	39K	45%	187K	131K	43%
Web	3M	4M	3M	3M	-17%	3M	-7%	14M	15M	-10%	69M	73M	-6%
Bell	2M	2M	2M	2M	-21%	2M	-8%	9M	9M	2%	46M	48M	-4%
Virgin	813K	920K	819K	838K	-12%	868K	-6%	4M	5M	-32%	19M	23M	-17%
Lucky	169K	161K	160K	169K	5%	167K	1%	743K	646K	15%	4M	3M	33%

Self-serve Interactions

Self serve interactions measures what the customer does online. One visits can have multiple interactions. It utilizes digital pages creating 3 levels of groupings

Self Serve Interactions	WE 31-May	WE 24-May	WE 17-May	WE 10-May	WoW %	Avg. Prev 8 weeks	Prev 8 weeks to current	MTD	Prev Yr MTD	MTD YoY%	YTD	Prev Yr YTD	YoY%
Total	7M	8M	7M	8M	-10%	8M	-3%	34M	33M	3%	163M	159M	2%
Self-serve & Contact Centre	4M	4M	4M	4M	-8%	4M	-3%	17M	17M	0%	82M	83M	-2%
Account Management - Change Services	311K	317K	293K	307K	-2%	324K	-4%	1M	2M	-13%	8M	9M	-11%
Feature Changes (Mobility & Residential)	68K	71K	70K	73K	-5%	75K	-10%	317K	435K	-27%	2M	2M	-30%
HUGs	114K	109K	101K	105K	4%	112K	1%	478K	465K	3%	3M	2M	21%
Plan Changes (Mobility & Residential)	130K	137K	122K	129K	-5%	137K	-5%	578K	674K	-14%	3M	4M	-18%
Account Management - Manage Services	1M	1M	1M	1M	-8%	1M	-2%	4M	4M	9%	22M	21M	6%
Activate Mobility Phone/HUG	24K	22K	23K	22K	8%	23K	4%	102K	116K	-12%	551K	505K	9%
Appointment Inquiry	54K	47K	48K	57K	16%	51K	7%	238K	265K	-10%	1M	1M	-12%
Equipment (Track & Return)	27K	26K	25K	28K	3%	29K	-8%	117K	120K	-2%	727K	628K	16%
Manage Account Info / Profile	673K	763K	662K	711K	-12%	706K	-5%	3M	3M	13%	15M	15M	6%
Manage SIM	41K	40K	37K	39K	2%	42K	-2%	175K	182K	-4%	1M	1M	10%
Manage Suspension & Restoral	4K	5K	6K	6K	-16%	7K	-32%	25K	23K	10%	124K	118K	5%
Marketing & Communication Preferences	149K	152K	131K	121K	-2%	132K	13%	609K	546K	11%	3M	3M	10%
Unlock device	1K	1K	1K	1K	-30%	1K	-64%	4K	9K	-57%	44K	56K	-21%
Billing and Payments	704K	690K	725K	751K	2%	732K	-4%	3M	3M	-3%	16M	17M	-3%
Bill Consolidation, Format, Delivery & Reprint	12K	12K	11K	13K	5%	13K	-4%	54K	42K	30%	252K	196K	29%
Manage Payments	658K	648K	684K	706K	2%	687K	-4%	3M	3M	-3%	15M	16M	-3%
Payment Arrangements & Confirmation	33K	31K	29K	32K	7%	32K	6%	140K	159K	-12%	1M	1M	-9%
Sales	1M	1M	1M	1M	-8%	1M	0%	5M	6M	-16%	23M	26M	-9%
Add Service (New Customer, AAL, Add RGU, XSell)	1M	1M	1M	1M	-8%	1M	0%	5M	6M	-16%	23M	25M	-9%
Port-In Inquiries	0	0	0	0	-	0	-	0	4K	-100%	6K	20K	-71%
Support & Troubleshooting	620K	777K	646K	700K	-20%	693K	-11%	3M	2M	35%	12M	11M	8%
Accessibility Support	6K	6K	6K	6K	-3%	6K	-3%	27K	32K	-14%	142K	164K	-13%
Legal, Media, and Employee Complaints	193K	229K	222K	257K	-15%	240K	-19%	1M	247K	320%	3M	1M	98%
Mobility Support	226K	221K	223K	235K	2%	225K	0%	1M	1M	-14%	5M	6M	-15%
Residential Support	195K	321K	194K	201K	-39%	222K	-12%	1M	1M	21%	5M	4M	9%
Self-serve Only	4M	4M	4M	4M	-12%	4M	-2%	17M	16M	7%	81M	76M	7%
Account Management - Manage Services	706K	737K	700K	736K	-4%	744K	-5%	3M	4M	-28%	17M	23M	-27%
Data Manager	27K	27K	27K	29K	-1%	30K	-10%	124K	156K	-21%	659K	735K	-10%
View Usage	678K	709K	673K	707K	-4%	714K	-5%	3M	4M	-28%	16M	22M	-28%
Billing and Payments	1M	1M	1M	1M	-2%	1M	-6%	6M	6M	5%	34M	27M	24%
Billing Inquiries (Promo, Understand, Fee/Charge, Refund)	1M	1M	1M	1M	-2%	1M	-6%	6M	6M	5%	34M	27M	24%
Engagement	41K	55K	87K	69K	-25%	82K	-50%	289K	213K	36%	1M	2M	-21%
Contest, Surveys, and Brand Awareness	50	43	77	141	16%	76	-34%	340	2K	-83%	9K	27K	-68%
Member Benefits	41K	55K	87K	68K	-25%	82K	-50%	289K	211K	37%	1M	2M	-20%
Support & Troubleshooting	2M	2M	1M	1M	-22%	1M	7%	7M	5M	40%	29M	24M	23%
Account, Profile & Billing Support	163K	169K	181K	194K	-4%	172K	-6%	789K	763K	3%	4M	4M	-4%
Community Forum	57K	77K	57K	58K	-26%	61K	-6%	276K	289K	-4%	1M	1M	0%
Contact Us	230K	312K	227K	233K	-26%	251K	-8%	1M	1M	-2%	6M	6M	-1%
Informational	652K	619K	506K	556K	5%	470K	39%	3M	1M	99%	9M	4M	106%
Other (Search Support, Check Outage, FAQ & More)	402K	742K	380K	391K	-46%	449K	-10%	2M	1M	49%	9M	8M	14%