



## Executive Performance Summary

Metrics (& Colour-coding rules)		WE 16-Aug	WoW	8Wk Avg	MTD	MTD YoY	YTD YoY
Visitors (red < -9.5%)		2M	-5%	2%	4M	-5%	-4%
	App	2M	-5%	1%	3M	-2%	0%
	Web	505K	-3%	2%	1M	-11%	-11%
Visits (red < -9.5%)		4M	-5%	1%	8M	-10%	-11%
	App	3M	-6%	0%	7M	-9%	-11%
	Web	618K	-3%	2%	1M	-15%	-12%
Self-serve Interactions (red < -9.5%)		7M	-6%	2%	17M	-2%	0%
	App	4M	-11%	-4%	9M	2%	7%
	Web	3M	-1%	9%	7M	-7%	-7%
Self-serve Transactions		231K	-3%	-1%	533K	-2%	-2%

\* No thresholds apply to Self-serve Transactions

Metrics (& Colour-coding rules)		WE 16-Aug	WoW	8Wk Avg	MTD	MTD YoY	YTD YoY
Digital Channel Share (red < -9.5%)		79%	1%	0%	79%	5%	7%
Contact Center Interactions (red > 9.5%)		344K	2%	-3%	766K	-24%	-21%
	Self-Servable	143K	4%	-8%	316K	-39%	-29%
	Non self-Servable	201K	1%	0%	450K	-9%	-14%
Digital Billboards (red < -9.5%)							
	Impressions	19M	3%	2%	42M	-17%	10%
	Click rate	2%	8%	14%	2%	9%	11%
	Transactions	12K	3%	9%	31K	-23%	1%
	Conversion	4%	-7%	-6%	4%	-15%	-18%
Push Notifications (red < -9.5%)							
	Delivered	66K	207%	187%	92K	70%	-31%
	Click rate	5%	-60%	-57%	8%	-31%	-60%
	Transactions	115	-1%	-13%	276	1871%	33%

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### Definitions

Report	
Digital Traffic	Visitor tracks the unique customers that log in 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
App Adoption	Adoption measured the number of customers (at the BAN level) using the app for the first time after activation New Adoption% measured the number of new adoptions vs. the number of new activations within the same given period Base Adoption% measured the number of all customers used the app after activation vs. the number of all activation base
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 Transactions	This metric tracks self serve customer actions that have a direct impact/change to their account. Such as change address, make payment arrangements, change your rate plan. It does not include informational interactions such as check my bill or check my usage
Self-serve Conversions	Conversions is the rate at which customers complete the flow vs all entries to the flow
Digital Channel Share	This metric is the ratio of self serve transactions to (self-serve + contact center). It excludes retail transactions
Contact Centre Interactions	Contact center interactions measures what the customer does on a call. It utilizes blueprints creating 3 levels of groupings that align with self serve interactions
Digital Billboard	Impressions is the number of unique billboard/tile renders per customer for the reported period Click Rate is the number of unique billboard/tile that a customer clicks on for the reported period Conversions is the rate that customers transacted based on the number of clicks Transaction Share % measured using Digital Billboard Transactions vs. All Transactions (including payments)
Push Notification	Notifications Delivered shows the amount of notifications successfully sent to customers Click Rate shows the how often the customer clicks on the notifications delivered to them Transactions show how often the customer took an action after clicking on the Push Notification

### Coming Next

Self-serve Conversions - currently on hold pending data validation

NPS - change in the rating scale from 1-5 to 1-10, will bring this report back as we regroup accordingly in our data sources

Digital Support Contact Rate - facing data linkage issue due to PARTY\_ID enhancement deployment, will bring this report back as we consolidate the new logic

Digital Error Rate

## Digital Traffic & Self-Serve Interactions

Visitor tracks the unique customers that log in

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 16-Aug	WE 09-Aug	WE 02-Aug	WE 26-Jul	WoW %	Avg. Prev 8 weeks	Prev 8 weeks to current	MTD	Prev Yr MTD	MTD YoY%	YTD	Prev Yr YTD	YoY%
<b>Visitors</b>	<b>2M</b>	<b>2M</b>	<b>2M</b>	<b>2M</b>	<b>-5%</b>	<b>2M</b>	<b>2%</b>	<b>4M</b>	<b>4M</b>	<b>-5%</b>	<b>47M</b>	<b>49M</b>	<b>-4%</b>
<b>App</b>	<b>2M</b>	<b>2M</b>	<b>2M</b>	<b>2M</b>	<b>-5%</b>	<b>2M</b>	<b>1%</b>	<b>3M</b>	<b>3M</b>	<b>-2%</b>	<b>32M</b>	<b>32M</b>	<b>0%</b>
Bell	1M	1M	1M	1M	-4%	1M	2%	2M	2M	-1%	21M	21M	1%
Virgin	486K	530K	468K	480K	-8%	481K	1%	871K	938K	-7%	9M	10M	-6%
Lucky	104K	106K	112K	103K	-3%	106K	-2%	186K	164K	13%	2M	2M	19%
<b>Web</b>	<b>505K</b>	<b>520K</b>	<b>450K</b>	<b>504K</b>	<b>-3%</b>	<b>493K</b>	<b>2%</b>	<b>1M</b>	<b>1M</b>	<b>-11%</b>	<b>15M</b>	<b>17M</b>	<b>-11%</b>
Bell	397K	399K	341K	394K	-1%	380K	5%	833K	918K	-9%	12M	13M	-11%
Virgin	80K	92K	76K	83K	-13%	85K	-6%	185K	216K	-14%	3M	3M	-11%
Lucky	28K	28K	32K	26K	-1%	28K	0%	64K	82K	-23%	934K	1M	-9%
<b>Visits</b>	<b>4M</b>	<b>4M</b>	<b>3M</b>	<b>3M</b>	<b>-5%</b>	<b>4M</b>	<b>1%</b>	<b>8M</b>	<b>9M</b>	<b>-10%</b>	<b>121M</b>	<b>136M</b>	<b>-11%</b>
<b>App</b>	<b>3M</b>	<b>3M</b>	<b>3M</b>	<b>3M</b>	<b>-6%</b>	<b>3M</b>	<b>0%</b>	<b>7M</b>	<b>8M</b>	<b>-9%</b>	<b>99M</b>	<b>111M</b>	<b>-11%</b>
Bell	2M	2M	2M	2M	-5%	2M	1%	4M	5M	-7%	63M	69M	-9%
Virgin	861K	950K	868K	848K	-9%	864K	0%	2M	2M	-15%	30M	36M	-18%
Lucky	207K	211K	224K	203K	-2%	209K	-1%	484K	474K	2%	6M	6M	7%
<b>Web</b>	<b>618K</b>	<b>634K</b>	<b>561K</b>	<b>614K</b>	<b>-3%</b>	<b>606K</b>	<b>2%</b>	<b>1M</b>	<b>2M</b>	<b>-15%</b>	<b>22M</b>	<b>25M</b>	<b>-12%</b>
Bell	489K	490K	430K	483K	0%	470K	4%	1M	1M	-14%	17M	20M	-12%
Virgin	96K	110K	94K	100K	-13%	103K	-7%	236K	279K	-15%	4M	4M	-11%
Lucky	33K	33K	37K	31K	0%	33K	0%	76K	98K	-23%	1M	1M	-9%
<b>Self serve Interactions</b>	<b>7M</b>	<b>8M</b>	<b>7M</b>	<b>7M</b>	<b>-6%</b>	<b>7M</b>	<b>2%</b>	<b>17M</b>	<b>17M</b>	<b>-2%</b>	<b>240M</b>	<b>239M</b>	<b>0%</b>
<b>App</b>	<b>4M</b>	<b>4M</b>	<b>4M</b>	<b>4M</b>	<b>-11%</b>	<b>4M</b>	<b>-4%</b>	<b>9M</b>	<b>9M</b>	<b>2%</b>	<b>138M</b>	<b>129M</b>	<b>7%</b>
Bell	3M	3M	3M	3M	-9%	3M	-3%	6M	6M	3%	95M	83M	15%
Virgin	1M	1M	1M	1M	-16%	1M	-5%	3M	3M	-3%	36M	41M	-11%
Lucky	185K	197K	212K	185K	-6%	195K	-5%	446K	391K	14%	6M	5M	16%
Other	14K	15K	14K	12K	-10%	13K	3%	33K	19K	74%	333K	217K	53%
<b>Web</b>	<b>3M</b>	<b>3M</b>	<b>3M</b>	<b>3M</b>	<b>-1%</b>	<b>3M</b>	<b>9%</b>	<b>7M</b>	<b>8M</b>	<b>-7%</b>	<b>102M</b>	<b>110M</b>	<b>-7%</b>
Bell	2M	2M	2M	2M	0%	2M	9%	5M	5M	2%	69M	71M	-3%
Virgin	789K	818K	743K	765K	-4%	747K	6%	2M	3M	-30%	27M	35M	-21%
Lucky	228K	228K	234K	195K	0%	194K	17%	524K	376K	39%	6M	4M	31%

## App Adoption

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

New Adoption% measured the number of new adoptions vs. the number of new activations within the same given period

Base Adoption% measured the number of all customers used the app after activation vs. the number of all activation base

App Adoption	WE 16-Aug	WE 09-Aug	WE 02-Aug	WE 26-Jul	WoW %	Avg. Prev 8 weeks	Prev 8 weeks to current	MTD	Prev Yr MTD	MTD YoY%	YTD	Prev Yr YTD	YoY%
<b>New Adoption 30D</b>	<b>16K</b>	<b>15K</b>	<b>15K</b>	<b>14K</b>	<b>5%</b>	<b>16K</b>	<b>0%</b>	<b>36K</b>	<b>47K</b>	<b>-22%</b>	<b>533K</b>	<b>645K</b>	<b>-17%</b>
Bell	10K	9K	9K	8K	6%	10K	-2%	22K	23K	-3%	308K	313K	-2%
Virgin	3K	3K	2K	2K	6%	3K	8%	6K	14K	-56%	120K	217K	-45%
Lucky	4K	3K	4K	4K	2%	4K	-1%	8K	10K	-17%	106K	114K	-8%
<b>New Adoption 90D</b>	<b>20K</b>	<b>19K</b>	<b>18K</b>	<b>17K</b>	<b>2%</b>	<b>19K</b>	<b>2%</b>	<b>44K</b>	<b>56K</b>	<b>-21%</b>	<b>649K</b>	<b>777K</b>	<b>-16%</b>
Bell	12K	11K	10K	10K	3%	12K	1%	26K	28K	-5%	372K	383K	-3%
Virgin	3K	3K	3K	3K	-1%	3K	5%	7K	17K	-56%	145K	257K	-44%
Lucky	5K	5K	5K	4K	0%	4K	2%	11K	12K	-10%	132K	137K	-4%
<b>New Adoption All</b>	<b>28K</b>	<b>29K</b>	<b>26K</b>	<b>26K</b>	<b>-2%</b>	<b>28K</b>	<b>1%</b>	<b>65K</b>	<b>78K</b>	<b>-16%</b>	<b>942K</b>	<b>1M</b>	<b>-12%</b>
Bell	18K	18K	16K	16K	-1%	18K	0%	41K	42K	-3%	587K	591K	-1%
Virgin	5K	5K	4K	4K	-7%	5K	3%	12K	22K	-48%	198K	327K	-40%
Lucky	5K	5K	6K	5K	-2%	5K	0%	13K	13K	-6%	157K	158K	0%
<b>New Adoption% 30D</b>	<b>37%</b>	<b>38%</b>	<b>33%</b>	<b>36%</b>	<b>-2%</b>	<b>37%</b>	<b>2%</b>	<b>37%</b>	<b>41%</b>	<b>-9%</b>	<b>39%</b>	<b>43%</b>	<b>-10%</b>
Bell	44%	45%	38%	43%	-3%	43%	1%	43%	40%	8%	44%	41%	8%
Virgin	51%	52%	46%	52%	-1%	50%	2%	51%	54%	-5%	56%	59%	-6%
Lucky	23%	24%	22%	22%	-3%	22%	3%	24%	32%	-26%	23%	31%	-26%
<b>New Adoption% 90D</b>	<b>45%</b>	<b>48%</b>	<b>39%</b>	<b>43%</b>	<b>-5%</b>	<b>44%</b>	<b>4%</b>	<b>46%</b>	<b>50%</b>	<b>-8%</b>	<b>48%</b>	<b>52%</b>	<b>-9%</b>
Bell	52%	55%	46%	52%	-6%	51%	3%	52%	50%	6%	54%	51%	6%
Virgin	59%	64%	54%	63%	-8%	59%	-1%	61%	64%	-5%	68%	70%	-3%
Lucky	30%	31%	27%	27%	-4%	28%	6%	31%	38%	-20%	29%	37%	-23%
<b>New Adoption%</b>	<b>65%</b>	<b>72%</b>	<b>58%</b>	<b>65%</b>	<b>-9%</b>	<b>64%</b>	<b>3%</b>	<b>67%</b>	<b>69%</b>	<b>-3%</b>	<b>69%</b>	<b>72%</b>	<b>-4%</b>
Bell	79%	88%	72%	84%	-10%	78%	2%	82%	76%	8%	85%	78%	9%
Virgin	89%	104%	85%	103%	-14%	92%	-3%	96%	84%	13%	93%	89%	4%
Lucky	35%	38%	33%	33%	-6%	34%	4%	37%	44%	-17%	34%	43%	-20%
<b>Base Adoption 30D</b>	<b>3M</b>	<b>3M</b>	<b>3M</b>	<b>3M</b>	<b>1%</b>	<b>3M</b>	<b>1%</b>	<b>3M</b>	<b>3M</b>	<b>8%</b>	<b>3M</b>	<b>3M</b>	<b>8%</b>
Bell	2M	2M	2M	2M	1%	2M	1%	2M	1M	13%	2M	1M	13%
Virgin	917K	914K	912K	924K	0%	922K	-1%	917K	936K	-2%	917K	936K	-2%
Lucky	253K	250K	246K	249K	1%	245K	4%	253K	210K	21%	253K	210K	21%
<b>Base Adoption 90D</b>	<b>3M</b>	<b>3M</b>	<b>3M</b>	<b>3M</b>	<b>1%</b>	<b>3M</b>	<b>1%</b>	<b>3M</b>	<b>3M</b>	<b>8%</b>	<b>3M</b>	<b>3M</b>	<b>8%</b>
Bell	2M	2M	2M	2M	1%	2M	1%	2M	2M	12%	2M	2M	12%
Virgin	1M	1M	1M	1M	0%	1M	0%	1M	1M	-2%	1M	1M	-2%
Lucky	316K	311K	307K	309K	1%	304K	4%	316K	258K	22%	316K	258K	22%
<b>Base Adoption All</b>	<b>6M</b>	<b>6M</b>	<b>6M</b>	<b>6M</b>	<b>0%</b>	<b>6M</b>	<b>1%</b>	<b>6M</b>	<b>6M</b>	<b>4%</b>	<b>6M</b>	<b>6M</b>	<b>4%</b>
Bell	4M	4M	4M	4M	0%	4M	1%	4M	4M	6%	4M	4M	6%
Virgin	2M	2M	2M	2M	0%	2M	0%	2M	2M	-4%	2M	2M	-4%
Lucky	407K	401K	396K	399K	1%	393K	4%	407K	338K	20%	407K	338K	20%
<b>Base Adoption% 30D</b>	<b>30%</b>	<b>30%</b>	<b>30%</b>	<b>30%</b>	<b>0%</b>	<b>29%</b>	<b>0%</b>	<b>30%</b>	<b>28%</b>	<b>7%</b>	<b>30%</b>	<b>28%</b>	<b>7%</b>
Bell	25%	25%	25%	25%	0%	25%	1%	25%	22%	12%	25%	22%	12%
Virgin	44%	44%	43%	44%	0%	44%	0%	44%	42%	3%	44%	42%	3%
Lucky	32%	32%	32%	32%	-1%	32%	-1%	32%	33%	-3%	32%	33%	-3%
<b>Base Adoption% 90D</b>	<b>36%</b>	<b>35%</b>	<b>35%</b>	<b>35%</b>	<b>0%</b>	<b>35%</b>	<b>0%</b>	<b>36%</b>	<b>33%</b>	<b>7%</b>	<b>36%</b>	<b>33%</b>	<b>7%</b>
Bell	30%	30%	30%	30%	0%	30%	1%	30%	27%	11%	30%	27%	11%
Virgin	51%	51%	51%	51%	0%	51%	0%	51%	49%	3%	51%	49%	3%
Lucky	39%	40%	40%	39%	0%	40%	-1%	39%	40%	-2%	39%	40%	-2%
<b>Base Adoption%</b>	<b>67%</b>	<b>67%</b>	<b>67%</b>	<b>67%</b>	<b>0%</b>	<b>67%</b>	<b>0%</b>	<b>67%</b>	<b>66%</b>	<b>2%</b>	<b>67%</b>	<b>66%</b>	<b>2%</b>
Bell	64%	64%	64%	64%	0%	64%	0%	64%	61%	5%	64%	61%	5%
Virgin	83%	83%	82%	82%	0%	82%	0%	83%	81%	1%	83%	81%	1%
Lucky	51%	51%	51%	51%	-1%	51%	-1%	51%	53%	-4%	51%	53%	-4%

### 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 16-Aug	WE 09-Aug	WE 02-Aug	WE 26-Jul	WoW %	Avg. Prev 8 weeks	Prev 8 weeks to current	MTD	Prev Yr MTD	MTD YoY%	YTD	Prev Yr YTD	YoY%
<b>Total</b>	<b>7M</b>	<b>8M</b>	<b>7M</b>	<b>7M</b>	<b>-6%</b>	<b>7M</b>	<b>2%</b>	<b>17M</b>	<b>17M</b>	<b>-2%</b>	<b>240M</b>	<b>239M</b>	<b>0%</b>
<b>Self-serve &amp; Contact Centre</b>	<b>4M</b>	<b>4M</b>	<b>4M</b>	<b>4M</b>	<b>-2%</b>	<b>4M</b>	<b>8%</b>	<b>9M</b>	<b>9M</b>	<b>1%</b>	<b>121M</b>	<b>125M</b>	<b>-3%</b>
<b>Account Management - Change Services</b>	<b>316K</b>	<b>340K</b>	<b>301K</b>	<b>301K</b>	<b>-7%</b>	<b>308K</b>	<b>2%</b>	<b>744K</b>	<b>838K</b>	<b>-11%</b>	<b>11M</b>	<b>13M</b>	<b>-12%</b>
Feature Changes (Mobility & Residential)	84K	85K	75K	74K	-1%	74K	13%	192K	234K	-18%	2M	3M	-29%
HUGs	104K	117K	101K	101K	-11%	107K	-3%	249K	275K	-9%	4M	4M	14%
Plan Changes (Mobility & Residential)	128K	138K	124K	126K	-7%	127K	0%	303K	330K	-8%	5M	6M	-18%
<b>Account Management - Manage Services</b>	<b>919K</b>	<b>987K</b>	<b>933K</b>	<b>954K</b>	<b>-7%</b>	<b>947K</b>	<b>-3%</b>	<b>2M</b>	<b>2M</b>	<b>-5%</b>	<b>32M</b>	<b>31M</b>	<b>3%</b>
Activate Mobility Phone/HUG	26K	25K	30K	27K	5%	27K	-1%	59K	61K	-3%	841K	801K	5%
Appointment Inquiry	37K	48K	57K	48K	-24%	49K	-25%	101K	137K	-26%	2M	2M	-17%
Equipment (Track & Return)	26K	28K	25K	25K	-7%	28K	-5%	61K	72K	-16%	1M	952K	8%
Manage Account Info / Profile	651K	694K	642K	662K	-6%	657K	-1%	2M	2M	-3%	23M	22M	4%
Manage SIM	43K	45K	43K	43K	-5%	43K	0%	100K	109K	-8%	1M	1M	3%
Manage Suspension & Restoral	3K	4K	3K	4K	-7%	4K	-9%	8K	9K	-11%	166K	163K	2%
Marketing & Communication Preferences	133K	143K	133K	145K	-7%	140K	-5%	316K	320K	-1%	4M	4M	9%
Unlock device	0	0	0	2	-	29	-100%	0	5K	-100%	45K	80K	-44%
<b>Billing and Payments</b>	<b>682K</b>	<b>759K</b>	<b>632K</b>	<b>689K</b>	<b>-10%</b>	<b>695K</b>	<b>-2%</b>	<b>2M</b>	<b>2M</b>	<b>-4%</b>	<b>24M</b>	<b>25M</b>	<b>-5%</b>
Bill Consolidation, Format, Delivery & Reprint	14K	16K	14K	14K	-10%	15K	-6%	34K	24K	40%	410K	310K	32%
Manage Payments	633K	702K	586K	639K	-10%	646K	-2%	2M	2M	-5%	22M	23M	-5%
Payment Arrangements & Confirmation	36K	41K	32K	36K	-14%	34K	5%	89K	88K	1%	1M	1M	-9%
<b>Sales</b>	<b>1M</b>	<b>1M</b>	<b>1M</b>	<b>1M</b>	<b>9%</b>	<b>1M</b>	<b>32%</b>	<b>3M</b>	<b>3M</b>	<b>15%</b>	<b>36M</b>	<b>39M</b>	<b>-7%</b>
Add Service (New Customer, AAL, Add RGU, XSell)	1M	1M	1M	1M	9%	1M	32%	3M	3M	15%	36M	39M	-7%
Port-In Inquiries	0	0	0	0	-	0	-	0	2K	-100%	6K	30K	-81%
<b>Support &amp; Troubleshooting</b>	<b>491K</b>	<b>523K</b>	<b>500K</b>	<b>510K</b>	<b>-6%</b>	<b>530K</b>	<b>-7%</b>	<b>1M</b>	<b>1M</b>	<b>-6%</b>	<b>18M</b>	<b>17M</b>	<b>5%</b>
Accessibility Support	5K	5K	5K	5K	11%	5K	7%	12K	16K	-29%	198K	242K	-18%
Legal, Media, and Employee Complaints	108K	127K	111K	115K	-14%	124K	-13%	272K	142K	91%	4M	2M	103%
Mobility Support	220K	228K	226K	230K	-4%	233K	-6%	510K	624K	-18%	7M	9M	-16%
Residential Support	158K	163K	159K	160K	-3%	168K	-6%	365K	453K	-19%	6M	6M	2%
<b>Self-serve Only</b>	<b>3M</b>	<b>4M</b>	<b>3M</b>	<b>3M</b>	<b>-11%</b>	<b>3M</b>	<b>-5%</b>	<b>8M</b>	<b>8M</b>	<b>-5%</b>	<b>119M</b>	<b>114M</b>	<b>4%</b>
<b>Account Management - Manage Services</b>	<b>698K</b>	<b>769K</b>	<b>723K</b>	<b>724K</b>	<b>-9%</b>	<b>721K</b>	<b>-3%</b>	<b>2M</b>	<b>2M</b>	<b>-25%</b>	<b>25M</b>	<b>34M</b>	<b>-28%</b>
Data Manager	27K	30K	28K	29K	-11%	29K	-9%	65K	77K	-15%	971K	1M	-13%
View Usage	671K	739K	694K	695K	-9%	692K	-3%	2M	2M	-26%	24M	33M	-28%
<b>Billing and Payments</b>	<b>1M</b>	<b>2M</b>	<b>1M</b>	<b>1M</b>	<b>-14%</b>	<b>1M</b>	<b>-4%</b>	<b>3M</b>	<b>3M</b>	<b>-1%</b>	<b>49M</b>	<b>43M</b>	<b>14%</b>
Billing Inquiries (Promo, Understand, Fee/Charge, Refund)	1M	2M	1M	1M	-14%	1M	-4%	3M	3M	-1%	49M	43M	14%
<b>Engagement</b>	<b>95K</b>	<b>69K</b>	<b>71K</b>	<b>60K</b>	<b>36%</b>	<b>52K</b>	<b>81%</b>	<b>181K</b>	<b>105K</b>	<b>72%</b>	<b>2M</b>	<b>2M</b>	<b>-16%</b>
Contest, Surveys, and Brand Awareness	75	73	72	88	3%	83	-10%	168	2K	-92%	9K	44K	-79%
Member Benefits	94K	69K	71K	60K	36%	52K	81%	180K	103K	75%	2M	2M	-14%
<b>Support &amp; Troubleshooting</b>	<b>1M</b>	<b>1M</b>	<b>1M</b>	<b>1M</b>	<b>-11%</b>	<b>1M</b>	<b>-11%</b>	<b>3M</b>	<b>3M</b>	<b>4%</b>	<b>43M</b>	<b>35M</b>	<b>23%</b>
Account, Profile & Billing Support	163K	188K	174K	180K	-14%	176K	-8%	404K	423K	-5%	6M	6M	-5%
Community Forum	48K	118K	162K	166K	-60%	110K	-57%	216K	172K	25%	2M	2M	13%
Contact Us	222K	243K	226K	243K	-9%	233K	-5%	531K	640K	-17%	8M	9M	-6%
Informational	299K	332K	314K	332K	-10%	373K	-20%	728K	657K	11%	13M	6M	106%
Other (Search Support, Check Outage, FAQ & More)	415K	406K	380K	393K	2%	393K	5%	932K	818K	14%	14M	12M	16%

## Self-serve Transactions

This metric tracks self serve customer actions that have a direct impact/change to their account.

Such as change address, make payment arrangements, change your rate plan. It does not include informational interactions such as check my bill or check my usage

Self serve Transactions	WE 16-Aug	WE 09-Aug	WE 02-Aug	WE 26-Jul	WoW %	Avg. Prev 8 weeks	Prev 8 weeks to current	MTD	Prev Yr MTD	MTD YoY%	YTD	Prev Yr YTD	YoY%
Transaction (incl. payments)	528K	558K	480K	505K	-5%	524K	1%	1M	1M	-10%	18M	21M	-14%
Transaction (excl. payments)	231K	238K	223K	224K	-3%	232K	-1%	533K	544K	-2%	8M	8M	-2%
<b>Mobility</b>	85K	84K	87K	85K	2%	86K	-1%	194K	211K	-8%	3M	3M	-8%
Bell	37K	35K	34K	36K	4%	37K	0%	81K	97K	-16%	1M	1M	-11%
Virgin	19K	19K	20K	20K	-4%	20K	-8%	44K	63K	-30%	726K	951K	-24%
Lucky	30K	29K	33K	29K	1%	29K	2%	68K	52K	32%	834K	715K	17%
<b>Residential</b>	Data Eng. working to resolve data issues (August)												
Bell													
Virgin													
<b>LOB-agnostic</b>	132K	140K	123K	127K	-6%	132K	0%	308K	283K	9%	4M	4M	12%
Bell	90K	94K	83K	87K	-4%	91K	0%	209K	186K	12%	3M	3M	13%
Virgin	36K	40K	33K	34K	-11%	36K	-1%	86K	86K	-1%	1M	1M	9%
Lucky	6K	6K	7K	6K	1%	6K	8%	14K	11K	27%	157K	144K	9%
<b>Key Transactions</b>	63K	69K	63K	62K	-9%	64K	-2%	151K	192K	-21%	2M	3M	-27%
<b>Change Internet Package</b>	504	473	453	474	7%	493	2%	1K	2K	-45%	20K	29K	-30%
Bell	383	373	356	387	3%	399	-4%	854	1K	-37%	16K	18K	-13%
Virgin	121	100	97	87	21%	95	28%	248	658	-62%	4K	11K	-60%
<b>Change TV Channel Selection</b>	Data Eng. working to resolve data issues (August)												
Bell													
Virgin													
<b>Features</b>	16K	16K	17K	15K	-1%	16K	2%	38K	39K	-4%	476K	629K	-24%
Bell	3K	4K	3K	3K	-4%	4K	-2%	8K	16K	-49%	138K	271K	-49%
Virgin	2K	2K	2K	2K	-17%	2K	-13%	5K	9K	-49%	71K	143K	-50%
Lucky	11K	11K	11K	10K	4%	10K	7%	25K	14K	78%	268K	215K	24%
<b>HUG Ordering</b>	3K	4K	4K	3K	-18%	4K	-23%	8K	13K	-37%	164K	127K	29%
Bell	2K	2K	2K	2K	-14%	2K	-14%	5K	7K	-35%	94K	74K	27%
Virgin	1K	2K	1K	1K	-23%	2K	-33%	3K	5K	-39%	70K	53K	32%
<b>HUG Activation</b>	3K	2K	2K	3K	16%	3K	-7%	6K	6K	-8%	121K	101K	20%
Bell	2K	2K	1K	2K	16%	2K	-3%	4K	3K	12%	73K	62K	17%
Virgin	995	852	900	1K	17%	1K	-14%	2K	3K	-30%	49K	39K	26%
<b>Payment Notifications</b>	17K	19K	17K	17K	-11%	18K	-4%	42K	49K	-16%	596K	733K	-19%
Bell	12K	13K	12K	12K	-11%	13K	-6%	29K	36K	-19%	431K	552K	-22%
Virgin	5K	6K	5K	5K	-12%	5K	-1%	12K	13K	-7%	165K	181K	-8%
<b>Payment Arrangements</b>	10K	11K	9K	9K	-5%	9K	14%	24K	25K	-2%	297K	348K	-15%
Bell	6K	6K	5K	6K	-3%	6K	11%	14K	17K	-18%	188K	253K	-26%
Virgin	4K	5K	3K	4K	-9%	4K	18%	10K	7K	34%	109K	95K	14%
<b>Rate Plan Changes</b>	9K	11K	10K	10K	-18%	10K	-7%	23K	35K	-33%	339K	557K	-39%
Bell	4K	5K	4K	5K	-10%	4K	3%	10K	14K	-26%	150K	206K	-27%
Virgin	3K	4K	3K	3K	-35%	3K	-20%	7K	14K	-47%	108K	242K	-55%
Lucky	2K	3K	3K	2K	-6%	3K	-8%	6K	7K	-20%	81K	109K	-26%
<b>Other Transactions</b>	168K	170K	161K	162K	-1%	168K	0%	382K	352K	9%	6M	5M	14%

## Digital Channel Share

This metric is the ratio of self serve transactions to (self-serve + contact center). It excludes retail transactions

Digital Channel Share	WE 16-Aug	WE 09-Aug	WE 02-Aug	WE 26-Jul	WoW %	Avg. Prev 8 weeks	Prev 8 weeks to current	MTD	Prev Yr MTD	MTD YoY%	YTD	Prev Yr YTD	YoY%
Channel Share (incl. payments)	92%	92%	91%	91%	0%	92%	0%	92%	91%	1%	91%	90%	2%
Channel Share (excl. payments)	79%	79%	79%	79%	1%	79%	0%	79%	75%	5%	78%	73%	7%
<b>Mobility</b>	<b>73%</b>	<b>72%</b>	<b>73%</b>	<b>73%</b>	<b>1%</b>	<b>74%</b>	<b>-1%</b>	<b>73%</b>	<b>70%</b>	<b>3%</b>	<b>73%</b>	<b>69%</b>	<b>6%</b>
Bell	68%	67%	68%	69%	1%	69%	-1%	68%	67%	1%	70%	65%	8%
Virgin	68%	66%	69%	67%	3%	69%	-2%	67%	69%	-2%	68%	69%	-1%
Lucky	96%	96%	95%	95%	0%	95%	0%	96%	91%	5%	95%	90%	6%
<b>Residential</b>	Data Eng. working to resolve data issues (August)												
Bell													
Virgin													
<b>LOB-agnostic</b>	<b>96%</b>	<b>96%</b>	<b>96%</b>	<b>96%</b>	<b>0%</b>	<b>96%</b>	<b>0%</b>	<b>96%</b>	<b>94%</b>	<b>2%</b>	<b>95%</b>	<b>94%</b>	<b>1%</b>
Bell	96%	96%	96%	96%	0%	96%	0%	96%	92%	4%	95%	94%	2%
Virgin	95%	95%	97%	95%	0%	96%	-1%	95%	96%	0%	95%	95%	-1%
Lucky	98%	98%	98%	97%	0%	97%	0%	98%	96%	1%	97%	96%	1%
<b>Key Flows</b>	<b>59%</b>	<b>59%</b>	<b>60%</b>	<b>58%</b>	<b>0%</b>	<b>59%</b>	<b>-1%</b>	<b>59%</b>	<b>59%</b>	<b>1%</b>	<b>58%</b>	<b>57%</b>	<b>3%</b>
<b>Change Internet Package</b>	<b>12%</b>	<b>11%</b>	<b>12%</b>	<b>11%</b>	<b>8%</b>	<b>11%</b>	<b>9%</b>	<b>12%</b>	<b>26%</b>	<b>-54%</b>	<b>14%</b>	<b>15%</b>	<b>-3%</b>
Bell	12%	11%	11%	11%	4%	11%	5%	12%	32%	-64%	14%	14%	-1%
Virgin	15%	12%	15%	12%	24%	13%	22%	14%	19%	-26%	16%	16%	-1%
<b>Change TV Channel Selection</b>	Data Eng. working to resolve data issues (August)												
Bell													
Virgin													
<b>Features</b>	<b>69%</b>	<b>69%</b>	<b>73%</b>	<b>70%</b>	<b>0%</b>	<b>71%</b>	<b>-2%</b>	<b>70%</b>	<b>62%</b>	<b>13%</b>	<b>69%</b>	<b>63%</b>	<b>9%</b>
Bell	43%	44%	46%	44%	-2%	45%	-5%	44%	51%	-14%	49%	53%	-6%
Virgin	42%	47%	52%	48%	-10%	49%	-14%	46%	53%	-13%	50%	56%	-11%
Lucky	100%	100%	100%	100%	0%	100%	0%	100%	99%	0%	100%	97%	3%
<b>HUG Ordering</b>	<b>58%</b>	<b>63%</b>	<b>64%</b>	<b>66%</b>	<b>-7%</b>	<b>65%</b>	<b>-10%</b>	<b>61%</b>	<b>76%</b>	<b>-19%</b>	<b>68%</b>	<b>67%</b>	<b>2%</b>
Bell	51%	56%	56%	57%	-9%	56%	-8%	54%	70%	-23%	60%	58%	3%
Virgin	75%	76%	79%	81%	-2%	82%	-9%	76%	85%	-11%	84%	84%	0%
<b>HUG Activation</b>	<b>84%</b>	<b>80%</b>	<b>80%</b>	<b>82%</b>	<b>4%</b>	<b>82%</b>	<b>2%</b>	<b>83%</b>	<b>86%</b>	<b>-4%</b>	<b>85%</b>	<b>84%</b>	<b>1%</b>
Bell	82%	78%	77%	79%	5%	79%	3%	81%	84%	-4%	82%	82%	1%
Virgin	87%	85%	86%	87%	3%	87%	-1%	87%	89%	-3%	89%	88%	1%
<b>Rate Plan Changes</b>	<b>53%</b>	<b>54%</b>	<b>54%</b>	<b>52%</b>	<b>-2%</b>	<b>53%</b>	<b>-1%</b>	<b>54%</b>	<b>50%</b>	<b>8%</b>	<b>49%</b>	<b>48%</b>	<b>2%</b>
Bell	48%	50%	48%	50%	-3%	47%	3%	49%	42%	19%	46%	37%	22%
Virgin	44%	48%	48%	42%	-8%	47%	-6%	47%	51%	-9%	40%	52%	-22%
Lucky	86%	87%	85%	84%	-1%	85%	1%	86%	78%	11%	84%	77%	9%
<b>Other Flows</b>	<b>91%</b>	<b>91%</b>	<b>91%</b>	<b>91%</b>	<b>0%</b>	<b>91%</b>	<b>0%</b>	<b>91%</b>	<b>91%</b>	<b>0%</b>	<b>92%</b>	<b>91%</b>	<b>1%</b>

## Contact Center Interactions

Contact center interactions measures what the customer does on a call. It utilizes blueprints creating 3 levels of groupings that align with self serve interactions

Contact Centre Interactions	WE 16-Aug	WE 09-Aug	WE 02-Aug	WE 26-Jul	WoW %	Avg. Prev 8 weeks	Prev 8 weeks to current	MTD	Prev Yr MTD	MTD YoY%	YTD	Prev Yr YTD	YoY%
<b>Total</b>	<b>344K</b>	<b>337K</b>	<b>325K</b>	<b>353K</b>	<b>2%</b>	<b>356K</b>	<b>-3%</b>	<b>766K</b>	<b>1M</b>	<b>-24%</b>	<b>12M</b>	<b>15M</b>	<b>-21%</b>
<b>Self-Servable Inquiries</b>	<b>143K</b>	<b>137K</b>	<b>142K</b>	<b>146K</b>	<b>4%</b>	<b>155K</b>	<b>-8%</b>	<b>316K</b>	<b>519K</b>	<b>-39%</b>	<b>5M</b>	<b>8M</b>	<b>-29%</b>
<b>Account Management - Change Services</b>	<b>14K</b>	<b>15K</b>	<b>14K</b>	<b>17K</b>	<b>-5%</b>	<b>20K</b>	<b>-32%</b>	<b>32K</b>	<b>112K</b>	<b>-71%</b>	<b>887K</b>	<b>2M</b>	<b>-48%</b>
Feature Changes (Mobility & Residential)	9K	9K	9K	9K	6%	9K	6%	20K	29K	-30%	314K	455K	-31%
HUGs	115	118	919	3K	-3%	2K	-95%	261	10K	-97%	101K	154K	-35%
Plan Changes (Mobility & Residential)	5K	6K	5K	6K	-20%	9K	-50%	12K	73K	-84%	472K	1M	-58%
<b>Account Management - Manage Services</b>	<b>31K</b>	<b>31K</b>	<b>32K</b>	<b>31K</b>	<b>-1%</b>	<b>33K</b>	<b>-8%</b>	<b>70K</b>	<b>117K</b>	<b>-40%</b>	<b>1M</b>	<b>2M</b>	<b>-29%</b>
Activate Mobility Phone/HUG	2K	2K	2K	2K	-11%	2K	-5%	4K	6K	-40%	61K	80K	-23%
Activate Receiver	2K	2K	2K	2K	10%	2K	-6%	4K	4K	10%	64K	50K	28%
Appointment Inquiry	7K	7K	7K	7K	3%	8K	-10%	16K	37K	-57%	281K	445K	-37%
Equipment (Track & Return)	8K	9K	8K	9K	-7%	9K	-13%	18K	35K	-48%	350K	512K	-32%
Manage Account Info / Profile	4K	4K	4K	4K	3%	4K	-2%	9K	9K	1%	138K	173K	-20%
Manage SIM	2K	2K	3K	2K	-1%	3K	-2%	6K	5K	11%	74K	90K	-18%
Manage Suspension & Restoral	4K	4K	4K	4K	-4%	4K	-5%	10K	11K	-12%	169K	207K	-19%
Marketing & Communication Preferences	633	533	675	551	19%	631	0%	1K	5K	-75%	25K	37K	-32%
Unlock device	1K	1K	1K	1K	2%	1K	0%	3K	2K	35%	31K	43K	-29%
<b>Billing and Payments</b>	<b>15K</b>	<b>16K</b>	<b>16K</b>	<b>17K</b>	<b>-5%</b>	<b>17K</b>	<b>-7%</b>	<b>36K</b>	<b>52K</b>	<b>-31%</b>	<b>656K</b>	<b>991K</b>	<b>-34%</b>
Bill Consolidation, Format, Delivery & Reprint	5K	5K	5K	5K	3%	5K	-1%	11K	14K	-23%	190K	259K	-26%
Manage Payments	5K	5K	5K	5K	-8%	5K	-11%	11K	17K	-33%	208K	332K	-37%
Payment Arrangements & Confirmation	6K	6K	6K	6K	-8%	6K	-8%	14K	22K	-36%	257K	401K	-36%
<b>Sales</b>	<b>3K</b>	<b>4K</b>	<b>4K</b>	<b>4K</b>	<b>-15%</b>	<b>4K</b>	<b>-20%</b>	<b>8K</b>	<b>21K</b>	<b>-61%</b>	<b>143K</b>	<b>290K</b>	<b>-51%</b>
Add Service (New Customer, AAL, Add RGU, XSell)	3K	4K	4K	4K	-15%	4K	-20%	8K	21K	-61%	143K	290K	-51%
<b>Support &amp; Troubleshooting</b>	<b>79K</b>	<b>71K</b>	<b>76K</b>	<b>77K</b>	<b>11%</b>	<b>80K</b>	<b>-1%</b>	<b>170K</b>	<b>216K</b>	<b>-22%</b>	<b>3M</b>	<b>3M</b>	<b>-13%</b>
Accessibility Support	219	210	210	231	4%	200	10%	464	480	-3%	7K	6K	18%
Legal, Media, and Employee Complaints	592	609	504	635	-3%	625	-5%	1K	2K	-41%	19K	30K	-37%
Mobility Support	15K	14K	15K	15K	5%	16K	-7%	32K	43K	-24%	474K	662K	-28%
Residential Support	64K	57K	60K	61K	13%	64K	0%	136K	171K	-21%	2M	2M	-8%
<b>Non-Self-Servable Inquiries</b>	<b>201K</b>	<b>199K</b>	<b>184K</b>	<b>207K</b>	<b>1%</b>	<b>201K</b>	<b>0%</b>	<b>450K</b>	<b>493K</b>	<b>-9%</b>	<b>7M</b>	<b>8M</b>	<b>-14%</b>
<b>Account Management - Manage Services</b>	<b>29K</b>	<b>29K</b>	<b>32K</b>	<b>29K</b>	<b>3%</b>	<b>31K</b>	<b>-6%</b>	<b>66K</b>	<b>68K</b>	<b>-3%</b>	<b>975K</b>	<b>962K</b>	<b>1%</b>
Manage Account Info / Profile	190	641	706	608	-70%	704	-73%	996	3K	-61%	23K	36K	-37%
Move	5K	5K	7K	5K	4%	7K	-23%	12K	12K	0%	159K	160K	-1%
Ownership & Authorization	4K	4K	4K	4K	8%	4K	3%	9K	10K	-11%	135K	145K	-7%
Report Fraudulent Activity	20K	19K	20K	19K	5%	20K	0%	44K	44K	1%	658K	621K	6%
<b>Billing and Payments</b>	<b>120K</b>	<b>120K</b>	<b>100K</b>	<b>124K</b>	<b>0%</b>	<b>114K</b>	<b>5%</b>	<b>268K</b>	<b>298K</b>	<b>-10%</b>	<b>4M</b>	<b>5M</b>	<b>-19%</b>
Billing Inquiries (Promo, Understand, Fee/Charge, Refund)	89K	94K	75K	99K	-5%	89K	0%	204K	248K	-18%	3M	4M	-23%
Collections (specialized tasks)	31K	26K	25K	25K	19%	25K	22%	64K	50K	28%	818K	811K	1%
<b>Cancellations</b>	<b>33K</b>	<b>32K</b>	<b>34K</b>	<b>34K</b>	<b>2%</b>	<b>36K</b>	<b>-8%</b>	<b>73K</b>	<b>78K</b>	<b>-7%</b>	<b>1M</b>	<b>1M</b>	<b>-8%</b>
Cancel	33K	32K	34K	34K	2%	36K	-8%	73K	78K	-7%	1M	1M	-8%
<b>Sales</b>	<b>955</b>	<b>986</b>	<b>1K</b>	<b>928</b>	<b>-3%</b>	<b>1K</b>	<b>-22%</b>	<b>2K</b>	<b>4K</b>	<b>-44%</b>	<b>43K</b>	<b>59K</b>	<b>-27%</b>
Account Migration	219	214	210	158	2%	186	18%	503	862	-42%	8K	20K	-62%
EPP	27	21	25	29	29%	23	18%	54	159	-66%	1K	3K	-66%
Received Campaigns & Special Offers	709	751	855	741	-6%	1K	-30%	2K	3K	-43%	34K	36K	-5%
<b>Support &amp; Troubleshooting</b>	<b>18K</b>	<b>18K</b>	<b>18K</b>	<b>19K</b>	<b>5%</b>	<b>18K</b>	<b>-1%</b>	<b>41K</b>	<b>44K</b>	<b>-8%</b>	<b>593K</b>	<b>690K</b>	<b>-14%</b>
Escalated Issue	4K	4K	4K	5K	-1%	4K	-3%	10K	11K	-11%	147K	175K	-16%
Self-Serve Support on Contact	14K	13K	13K	14K	6%	14K	0%	31K	33K	-7%	445K	515K	-14%

## Digital Billboards

Impressions is the number of unique billboard/tile renders per customer for the reported period

Click Rate is the number of unique billboard/tile that a customer clicks on for the reported period

Conversions is the rate that customers transacted based on the number of clicks

Transaction Share % measured using Digital Billboard Transactions vs. All Transactions (including payments)

Digital Billboard Performance	WE 16-Aug	WE 09-Aug	WE 02-Aug	WE 26-Jul	WoW %	Avg. Prev 8 weeks	Prev 8 weeks to current	MTD	Prev Yr MTD	YoY%	YTD	Prev Yr YTD	YoY%
<b>Impressions</b>	<b>19M</b>	<b>18M</b>	<b>17M</b>	<b>19M</b>	<b>3%</b>	<b>19M</b>	<b>2%</b>	<b>42M</b>	<b>51M</b>	<b>-17%</b>	<b>503M</b>	<b>457M</b>	<b>10%</b>
<b>Bell</b>	<b>15M</b>	<b>15M</b>	<b>14M</b>	<b>15M</b>	<b>4%</b>	<b>15M</b>	<b>2%</b>	<b>34M</b>	<b>41M</b>	<b>-17%</b>	<b>440M</b>	<b>355M</b>	<b>24%</b>
Engagement	4M	4M	4M	4M	9%	4M	15%	9M	11M	-16%	111M	88M	26%
Sales - New Service	2M	2M	2M	2M	21%	2M	12%	4M	5M	-14%	45M	49M	-8%
Sales - Upsell	2M	2M	2M	2M	-3%	2M	3%	4M	4M	0%	45M	39M	16%
Service - Billing & Payment	979K	966K	796K	912K	1%	897K	9%	2M	2M	-2%	28M	25M	12%
Service - Account Mngt, Support & Others	4M	4M	4M	5M	3%	5M	-13%	10M	16M	-35%	162M	133M	22%
BriteBill	2M	2M	2M	2M	-6%	2M	5%	5M	3M	31%	48M	20M	142%
<b>Virgin</b>	<b>4M</b>	<b>4M</b>	<b>3M</b>	<b>4M</b>	<b>-1%</b>	<b>4M</b>	<b>1%</b>	<b>8M</b>	<b>10M</b>	<b>-15%</b>	<b>63M</b>	<b>102M</b>	<b>-38%</b>
Engagement	2M	2M	2M	2M	-10%	2M	-5%	4M	4M	10%	15M	34M	-57%
Sales - New Service	745K	567K	445K	461K	31%	601K	24%	1M	2M	-24%	12M	24M	-50%
Sales - Upsell	373K	344K	361K	386K	8%	339K	10%	770K	1M	-48%	10M	15M	-34%
Service - Billing & Payment	376K	360K	305K	319K	5%	337K	12%	849K	831K	2%	9M	10M	-8%
Service - Account Mngt, Support & Others	362K	402K	354K	367K	-10%	436K	-17%	893K	2M	-44%	17M	19M	-9%
<b>Click Rate</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>8%</b>	<b>1%</b>	<b>14%</b>	<b>2%</b>	<b>2%</b>	<b>9%</b>	<b>2%</b>	<b>2%</b>	<b>11%</b>
<b>Bell</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>9%</b>	<b>1%</b>	<b>16%</b>	<b>2%</b>	<b>2%</b>	<b>14%</b>	<b>2%</b>	<b>1%</b>	<b>10%</b>
Engagement	1%	1%	1%	1%	27%	1%	41%	2%	0%	285%	1%	0%	80%
Sales - New Service	2%	2%	2%	2%	29%	2%	27%	3%	5%	-50%	3%	2%	19%
Sales - Upsell	2%	2%	2%	2%	6%	2%	0%	3%	3%	7%	3%	2%	50%
Service - Billing & Payment	4%	4%	4%	4%	-2%	4%	-1%	4%	5%	-9%	5%	5%	-9%
Service - Account Mngt, Support & Others	1%	1%	1%	1%	-4%	1%	-2%	1%	1%	36%	1%	1%	-5%
BriteBill	1%	1%	1%	1%	-13%	1%	-1%	1%	1%	15%	2%	2%	-1%
<b>Virgin</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>5%</b>	<b>2%</b>	<b>8%</b>	<b>2%</b>	<b>2%</b>	<b>-7%</b>	<b>3%</b>	<b>2%</b>	<b>46%</b>
Engagement	0%	0%	0%	0%	-10%	0%	-30%	0%	1%	-9%	1%	1%	15%
Sales - New Service	4%	5%	5%	4%	-8%	4%	8%	5%	3%	55%	5%	3%	108%
Sales - Upsell	3%	3%	3%	3%	-2%	3%	-1%	4%	5%	-34%	5%	5%	-2%
Service - Billing & Payment	4%	4%	4%	4%	-7%	4%	-1%	4%	4%	15%	4%	4%	7%
Service - Account Mngt, Support & Others	3%	3%	3%	3%	-3%	2%	6%	3%	2%	26%	3%	2%	56%
<b>Conversion</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>	<b>-7%</b>	<b>4%</b>	<b>-6%</b>	<b>4%</b>	<b>5%</b>	<b>-15%</b>	<b>4%</b>	<b>5%</b>	<b>-18%</b>
<b>Bell</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>-1%</b>	<b>5%</b>	<b>3%</b>	<b>5%</b>	<b>6%</b>	<b>-5%</b>	<b>6%</b>	<b>7%</b>	<b>-19%</b>
Sales - New Service	4%	5%	4%	4%	-9%	4%	-2%	4%	4%	6%	4%	5%	-13%
Sales - Upsell	3%	4%	3%	3%	-20%	3%	-14%	3%	5%	-34%	5%	8%	-40%
Service - Billing & Payment	13%	12%	13%	11%	9%	12%	5%	12%	13%	-8%	11%	12%	-8%
Service - Account Mngt, Support & Others	4%	4%	4%	3%	2%	3%	27%	4%	3%	31%	3%	2%	37%
BriteBill	2%	2%	3%	2%	4%	3%	-13%	2%	4%	-41%	2%	4%	-33%
<b>Virgin</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>	<b>-11%</b>	<b>4%</b>	<b>-14%</b>	<b>4%</b>	<b>4%</b>	<b>19%</b>	<b>4%</b>	<b>4%</b>	<b>-9%</b>
Sales - New Service	1%	2%	2%	2%	-16%	2%	-35%	2%	4%	-62%	2%	3%	-29%
Sales - Upsell	3%	4%	3%	3%	-25%	3%	-19%	3%	2%	37%	3%	3%	15%
Service - Billing & Payment	12%	11%	12%	11%	6%	12%	0%	12%	10%	23%	9%	9%	-8%
Service - Account Mngt, Support & Others	2%	3%	3%	3%	-31%	2%	-19%	2%	1%	323%	1%	1%	77%
<b>Transaction Share (as % of Overall Volume)</b>	<b>3%</b>	<b>2%</b>	<b>3%</b>	<b>2%</b>	<b>10%</b>	<b>2%</b>	<b>7%</b>	<b>2%</b>	<b>3%</b>	<b>-12%</b>	<b>2%</b>	<b>2%</b>	<b>21%</b>
<b>Bell</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>10%</b>	<b>3%</b>	<b>10%</b>	<b>3%</b>	<b>4%</b>	<b>-14%</b>	<b>3%</b>	<b>2%</b>	<b>32%</b>
<b>Virgin</b>	<b>2%</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>	<b>5%</b>	<b>2%</b>	<b>0%</b>	<b>2%</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>-7%</b>

\*MTD & YTD is up to Aug 19



### Push Notifications

Notifications Delivered shows the amount of notifications successfully sent to customers

Click Rate shows the how often the customer clicks on the notifications delivered to them

Transactions show how often the customer took an action after clicking on the Push Notification

Push Notification	WE 16-Aug	WE 09-Aug	WE 02-Aug	WE 26-Jul	WoW %	Avg. Prev 8 weeks	Prev 8 weeks to current	MTD	Prev Yr MTD	MTD YoY%	YTD	Prev Yr YTD	YoY%
<b>Notification Delivered</b>	<b>66K</b>	<b>21K</b>	<b>21K</b>	<b>21K</b>	<b>207%</b>	<b>23K</b>	<b>187%</b>	<b>92K</b>	<b>54K</b>	<b>70%</b>	<b>760K</b>	<b>1M</b>	<b>-31%</b>
<b>Bell</b>	<b>59K</b>	<b>16K</b>	<b>16K</b>	<b>16K</b>	<b>260%</b>	<b>17K</b>	<b>242%</b>	<b>79K</b>	<b>45K</b>	<b>75%</b>	<b>628K</b>	<b>703K</b>	<b>-11%</b>
Billing & Payments	4K	2K	2K	2K	50%	2K	46%	6K	170	3626%	64K	8K	709%
Services	16K	14K	14K	14K	16%	15K	10%	33K	45K	-26%	510K	554K	-8%
Offers	39K	0	0	0	-	77	51419%	39K	0	-	54K	141K	-62%
<b>Virgin</b>	<b>6K</b>	<b>5K</b>	<b>5K</b>	<b>5K</b>	<b>28%</b>	<b>5K</b>	<b>13%</b>	<b>13K</b>	<b>9K</b>	<b>41%</b>	<b>132K</b>	<b>169K</b>	<b>-22%</b>
Billing & Payments	3K	2K	2K	2K	97%	2K	81%	5K	372	1349%	32K	4K	779%
Services	3K	3K	3K	3K	-8%	4K	-20%	7K	9K	-16%	100K	84K	19%
Offers	0	0	0	0	-	0	-	0	0	-	0	82K	-100%
<b>Lucky</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>-</b>	<b>0</b>	<b>-</b>	<b>0</b>	<b>0</b>	<b>-</b>	<b>0</b>	<b>230K</b>	<b>-100%</b>
Billing & Payments	0	0	0	0	-	0	-	0	0	-	0	4	-100%
Offers	0	0	0	0	-	0	-	0	0	-	0	230K	-100%
<b>Notification Clicked</b>	<b>3K</b>	<b>3K</b>	<b>3K</b>	<b>3K</b>	<b>23%</b>	<b>3K</b>	<b>23%</b>	<b>7K</b>	<b>6K</b>	<b>17%</b>	<b>72K</b>	<b>259K</b>	<b>-72%</b>
<b>Bell</b>	<b>3K</b>	<b>2K</b>	<b>2K</b>	<b>2K</b>	<b>36%</b>	<b>2K</b>	<b>32%</b>	<b>5K</b>	<b>5K</b>	<b>3%</b>	<b>53K</b>	<b>84K</b>	<b>-37%</b>
Billing & Payments	368	301	305	306	22%	309	19%	739	20	3595%	8K	812	902%
Services	2K	2K	2K	1K	9%	2K	6%	4K	5K	-22%	43K	75K	-42%
Offers	463	0	0	0	-	5	9397%	463	0	-	2K	8K	-80%
<b>Virgin</b>	<b>879</b>	<b>916</b>	<b>920</b>	<b>820</b>	<b>-4%</b>	<b>867</b>	<b>1%</b>	<b>2K</b>	<b>1K</b>	<b>72%</b>	<b>19K</b>	<b>21K</b>	<b>-7%</b>
Billing & Payments	385	230	256	223	67%	255	51%	697	40	1643%	4K	475	823%
Services	494	686	664	597	-28%	613	-19%	1K	1K	18%	15K	16K	-5%
Offers	0	0	0	0	-	0	-	0	0	-	0	5K	-100%
<b>Lucky</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>-</b>	<b>0</b>	<b>-</b>	<b>0</b>	<b>0</b>	<b>-</b>	<b>0</b>	<b>155K</b>	<b>-100%</b>
Billing & Payments	0	0	0	0	-	0	-	0	0	-	0	0	-
Offers	0	0	0	0	-	0	-	0	0	-	0	155K	-100%
<b>Click Rate</b>	<b>5%</b>	<b>13%</b>	<b>13%</b>	<b>12%</b>	<b>-60%</b>	<b>12%</b>	<b>-57%</b>	<b>8%</b>	<b>11%</b>	<b>-31%</b>	<b>10%</b>	<b>24%</b>	<b>-60%</b>
<b>Bell</b>	<b>4%</b>	<b>11%</b>	<b>12%</b>	<b>11%</b>	<b>-62%</b>	<b>11%</b>	<b>-61%</b>	<b>6%</b>	<b>10%</b>	<b>-41%</b>	<b>8%</b>	<b>12%</b>	<b>-29%</b>
Billing & Payments	10%	13%	13%	13%	-19%	13%	-19%	12%	12%	-1%	13%	10%	24%
Services	10%	11%	11%	11%	-6%	11%	-4%	11%	10%	5%	8%	13%	-37%
Offers	1%	-	-	-	-	6%	-80%	1%	-	-	3%	6%	-47%
<b>Virgin</b>	<b>14%</b>	<b>19%</b>	<b>18%</b>	<b>18%</b>	<b>-25%</b>	<b>16%</b>	<b>-12%</b>	<b>16%</b>	<b>13%</b>	<b>22%</b>	<b>15%</b>	<b>12%</b>	<b>20%</b>
Billing & Payments	12%	14%	15%	14%	-15%	14%	-16%	13%	11%	20%	14%	13%	5%
Services	17%	21%	20%	20%	-22%	17%	-3%	19%	14%	40%	15%	19%	-20%
Offers	-	-	-	-	-	-	-	-	-	-	-	6%	-
<b>Lucky</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>67%</b>	<b>-</b>
Billing & Payments	-	-	-	-	-	-	-	-	-	-	-	0%	-
Offers	-	-	-	-	-	-	-	-	-	-	-	67%	-
<b>Transaction</b>	<b>115</b>	<b>116</b>	<b>145</b>	<b>124</b>	<b>-1%</b>	<b>132</b>	<b>-13%</b>	<b>276</b>	<b>14</b>	<b>1871%</b>	<b>3K</b>	<b>2K</b>	<b>33%</b>
<b>Bell</b>	<b>111</b>	<b>112</b>	<b>144</b>	<b>121</b>	<b>-1%</b>	<b>130</b>	<b>-14%</b>	<b>268</b>	<b>9</b>	<b>2878%</b>	<b>2K</b>	<b>2K</b>	<b>38%</b>
Billing & Payments	4	2	0	2	100%	1	357%	6	0	-	181	3	5933%
Services	107	110	144	119	-3%	129	-17%	262	9	2811%	2K	2K	28%
Offers	0	0	0	0	-	0	-	0	0	-	1	1	0%
<b>Virgin</b>	<b>4</b>	<b>4</b>	<b>1</b>	<b>3</b>	<b>0%</b>	<b>2</b>	<b>78%</b>	<b>8</b>	<b>5</b>	<b>60%</b>	<b>62</b>	<b>64</b>	<b>-3%</b>
Billing & Payments	4	3	0	3	33%	1	220%	7	0	-	38	0	-
Services	0	1	1	0	-100%	1	-100%	1	5	-80%	24	64	-63%
Offers	0	0	0	0	-	0	-	0	0	-	0	0	-
<b>Lucky</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>-</b>	<b>0</b>	<b>-</b>	<b>0</b>	<b>0</b>	<b>-</b>	<b>0</b>	<b>53</b>	<b>-100%</b>
Billing & Payments	0	0	0	0	-	0	-	0	0	-	0	0	-
Offers	0	0	0	0	-	0	-	0	0	-	0	53	-100%