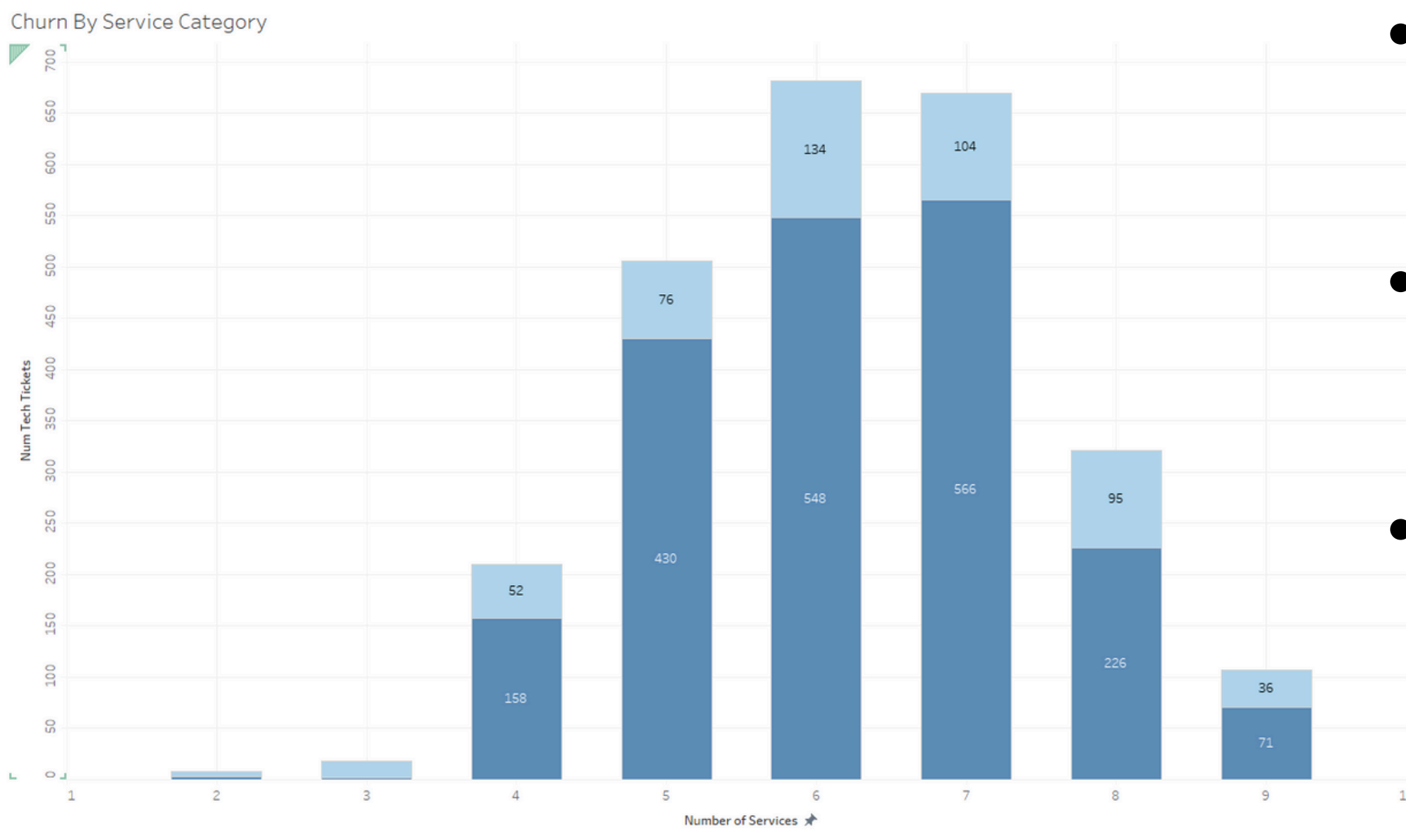


DIAGNOSTIC ANALYTICS PRESENTATION

VISUAL WALKTHROUGH

Assessing Churn Reduction Initiatives Through Technical Ticket Volume



- Churn and Service Correlation: Confirms higher churn rates among customers with 4-6 services.
- Ticket Count Insight: Ticket counts align with observed churn trends, highlighting areas needing support.
- Next Steps: Recommend implementing user group filters for targeted intervention, to be detailed in the following section.

With enhanced customer support efforts, we expect to see a flattening trend in the steepness of the bar charts

Customer groups are different

- Dashboard Customization: Users can adjust the bar chart to display specific user groups, enhancing insight extraction.
- Single vs. Multiple Services: Compare users with just one service category to those with multiple services.
- Service Combinations: Analyze patterns among users with different service combinations.
- Comprehensive View: Investigate behaviors of users subscribed to all service categories.

Phone Service ▼

☐ Single Line

☐ Multiple Lines

☐ No Lines

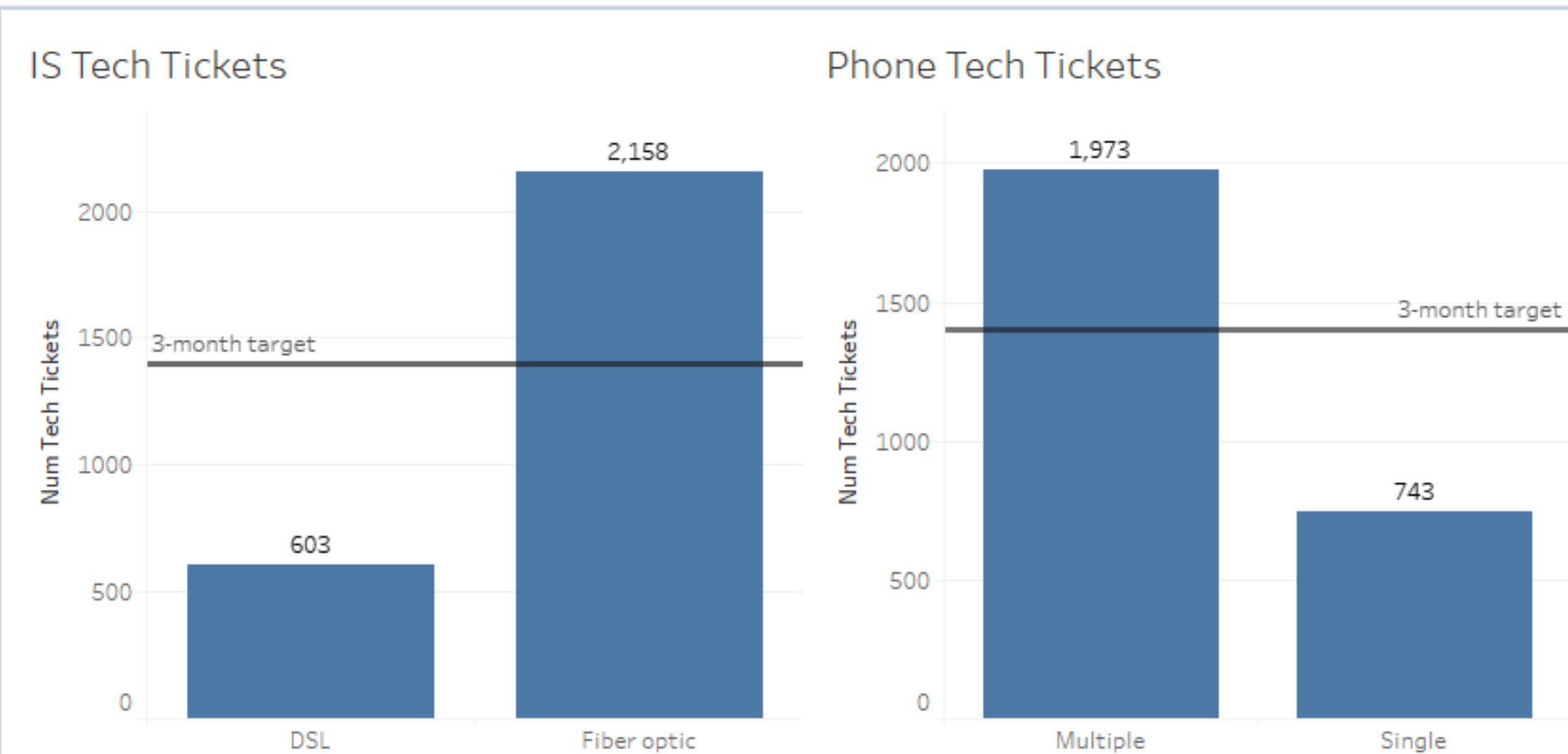
Internet Service ▼

☐ DSL

☐ Fiber Optice

☐ No Int Service

Volume as a target



- Beyond Count: Analyze not just the number of services per user but also the volume of tickets within each service category.
- Targeted Support: This approach enables precise support efforts directed at specific products.

Future enhancements in customer support are expected to reduce ticket volumes to acceptable levels.