

Welcome to PhoneNow

Key Performance Indicators

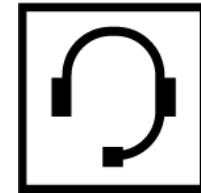
- 1) Increase tech support capacity for Fiber Optic customers and lower tech tickets per customer to 0.5
- 2) Increase sale of 1 and 2 year contracts by 5% each
- 3) Yearly increase of automatic payments by 5%.

Churn Dashboard



- Demographics
- Customer Account Information
- Services

Customer Risk Analysis



- internet service
- type of contract
- payment method

Churn Dashboard

1869

Customer at risk

2173

of Tech Tickets

885

of Admin Tickets

\$2.86M

Yearly Charges

\$139.13K

Monthly Charges

Demographics

FemaleMale

49.8%

50.2%

100%

SeniorCitizens

36%

Partner

17%

Dependents

Paperless billing

NoYes

26.54%

73.46%

Customer account information

Payment Method

Electronic check57%

Mailed check16%

Bank transfer ...14%

Credit card (a...12%

Type of Contract

Month-to-month89%

One year

Two year

Services customers signed up for

91%Phone Service

44%Streaming TV

44%Streaming movies

29%Device protection

28%Online Backup

17%Tech Support

16%Online Security

Average charges

\$74.44

Monthly

\$1,531.80

Total

Fiber opticDSLNo

25%

6%

69%

Customer Risk Analysis

Risk of churn

No

Yes

InternetService

DSL

Fiber optic

No

Months subscribed

0

72

Contract Type

Month-to-month

One year

Two year

7043

Total customers

26.54%

Churn rate %

\$16.06M

YearlyCharges

0

1869

7043

2955
Tech Tickets

3632
Admin Tickets

