PhoneNow

Click on the icons to drill down

KPIs

1) Increase tech support capacity for Fiber Optic customers and decrease tech tickets per customer to 0.5 instead of 1.15

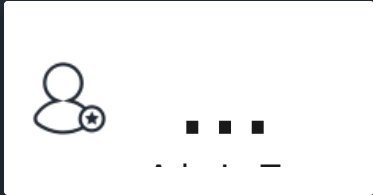2) Increase sales of 1 and 2 years contracts by 5% for each
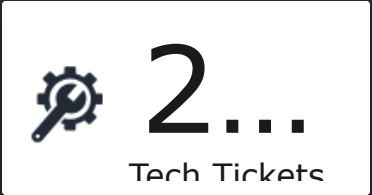
3) Yearly increase automatic payments by 5%
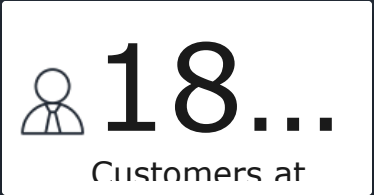
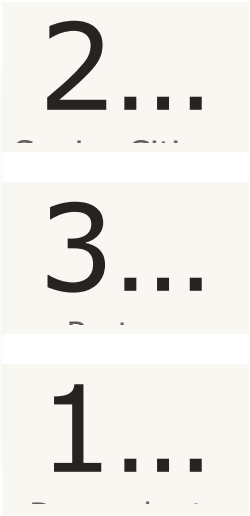### Churn Dashboard

Customer Risk Analysis

CHURN DASHBOARD

This dashboard has a filter with churn = "yes"

pwc

18...	2...	...	$...	$1...
Customers at	Tech Tickets	Adi... T	Yearly Charges	Monthly Char

Demographics

2...

3...

1...

ge... ● Female ● Male

49.8%

50.2%

Subscription time

< 1 Year	53.5%
< 2 Years	16.5%
< 3 Years	10.3%
< 4 Years	7.8%
< 5 Years	6.6%
< 6 Years	5.0%
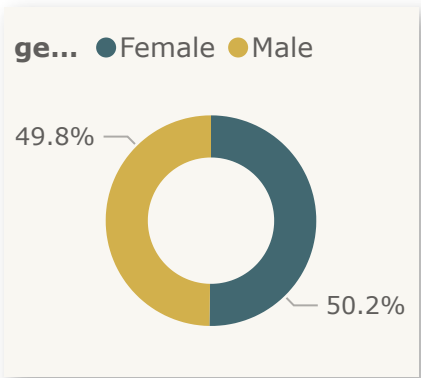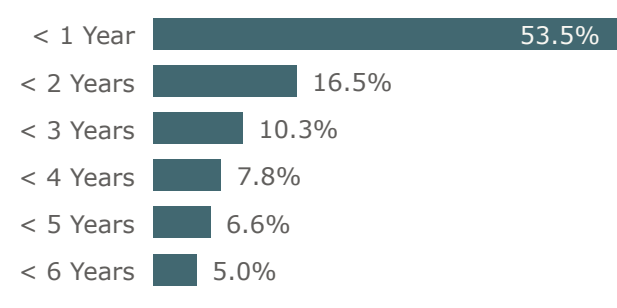
Account Information

Payment Method

Electroni...	57%
Mailed c...	16%
Bank tra...	14%
Credit ca...	12%

25.09%

74.91%

Paperles...
● Yes
● No

$74.44
Monthly A...

$1,531.80
Total Aver...

Type of Contract

Month-to...	89%
One year	
Two year	

Services for customers

91% Phone Service

44% Streaming TV

44% Streaming Movies

29% Device Protection

28% Online Backup

17% Tech Support

16% Online Security

Multiple Lines?

45.48% 54.52%
Yes No

● Fiber optic ● DSL ● No

6%

25%

69%

CUSTOMER RISK ANALYSIS

pwc
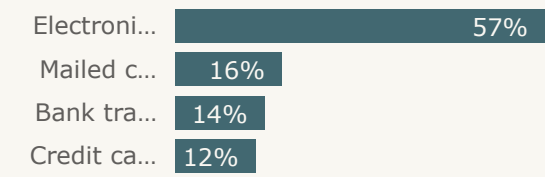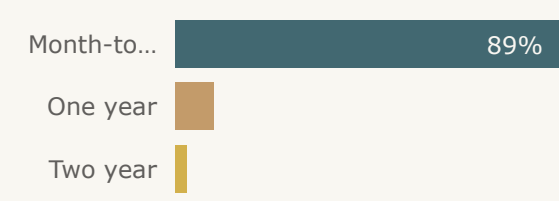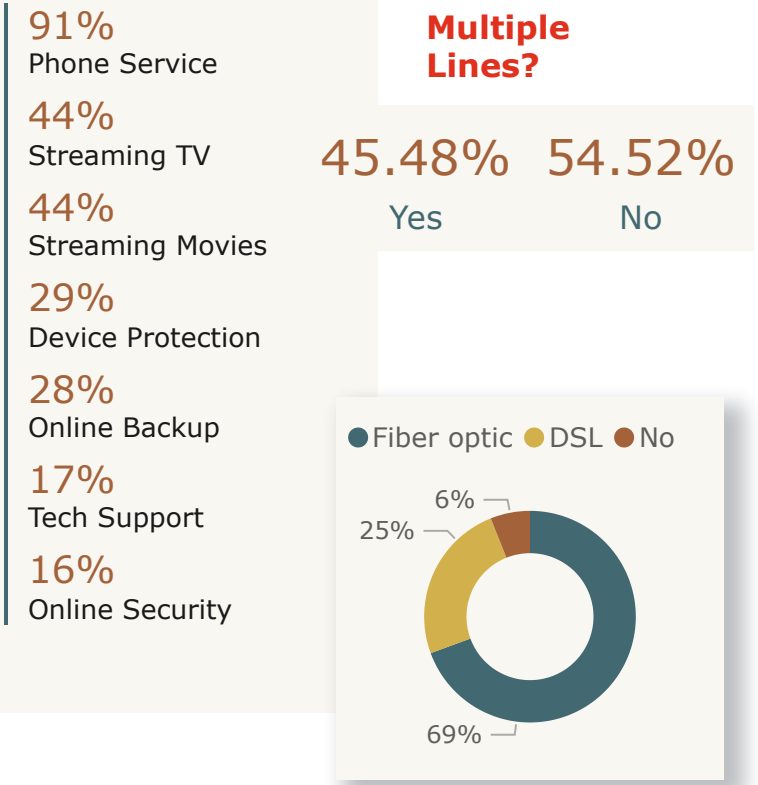
Filters

Risk of Churn
- [ ] No
- [ ] Yes

Internet Service
- [ ] DSL
- [ ] Fiber optic
- [ ] No

Months Subscribed

| 0 | 72 |

Contract Type
- [ ] Month-to-month
- [ ] One year
- [ ] Two year

7043
Total Customers
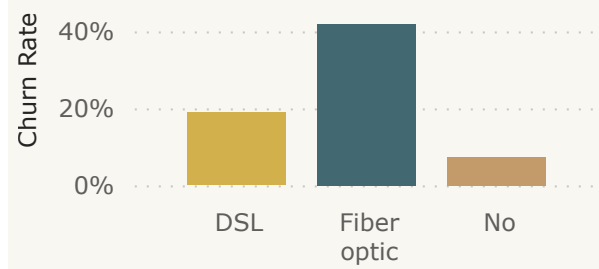
26...
Churn Rate

1869
0   Churn 7043

$16...
Yearly Charges

3632
Admin Tickets
2955
Tech Tickets

Churn Rate by Type of Internet Service

Churn Rate: 40%, 20%, 0%
DSL, Fiber optic, No

Customers by Type of Internet Service

Type of Inter...
- Fiber optic — 3K
- DSL — 2K
- No — 2K

Sum of Monthly Charges

InternetSe...
- Fiber op...
- DSL
- No

32.17K
14...
283.28K
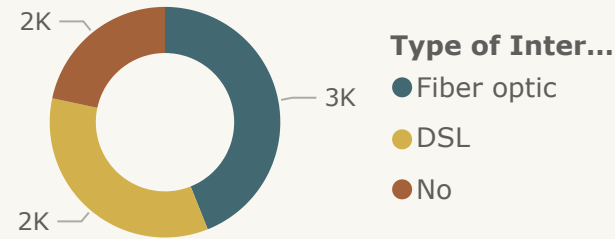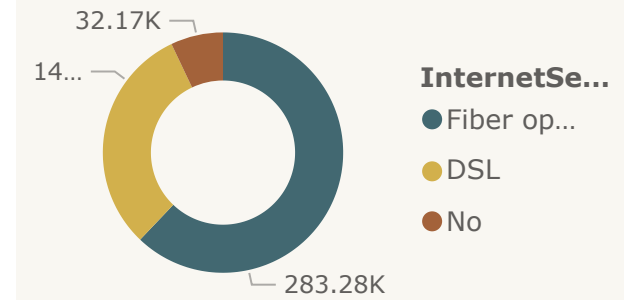
Churn Rate and # Customers by Contract

- Churn Rate
- # Customers

Churn Rate: 50%, 0%
4K, 2K

3.9K
1.5K
1.7K

Month-..., One year, Two year
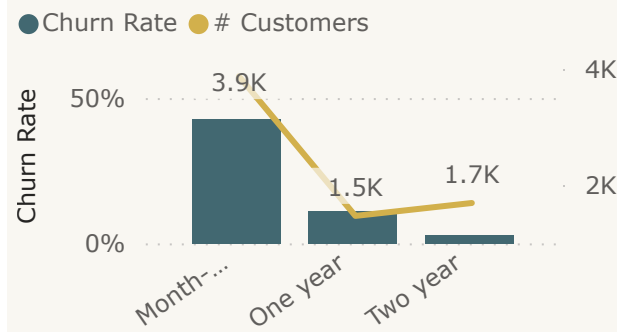
Churn Rate and Monthly Charges by loyalty

- Churn Rate
- Monthly Charges

Churn Rate: 50%, 0%
$0.1M, $0.0M

< 1 Year, < 2 Yea..., < 3 Yea..., < 4 Yea..., < 5 Yea..., < 6 Yea..., < 7 Yea...
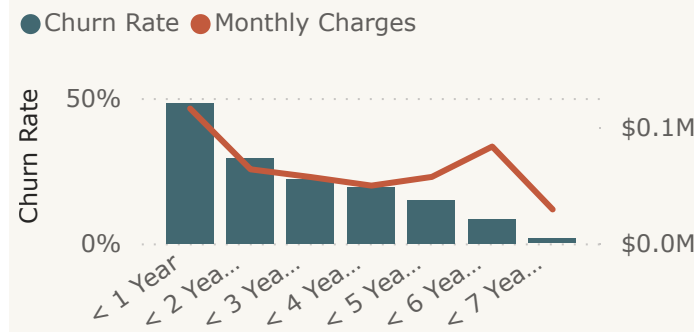
Churn Rate and Monthly Charges by PaymentMethod

- Churn Rate
- Monthly Charges

Churn Rate: 50%, 0%
$200K, $100K

Bank tran..., Cre... car..., Elec... check, Mail... check