

# Fiber and Low Add-On Customers drive disproportionate Churn

Add Ons

All

**26.54%**



Current Churn rate

**7K**



Number of Customers

**11.80M**



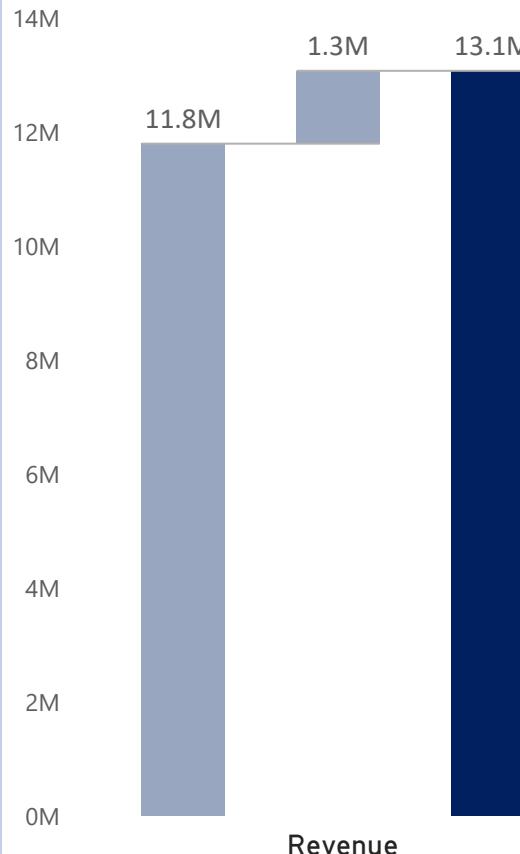
Revenue at Current Churn Rate

**13.07M**



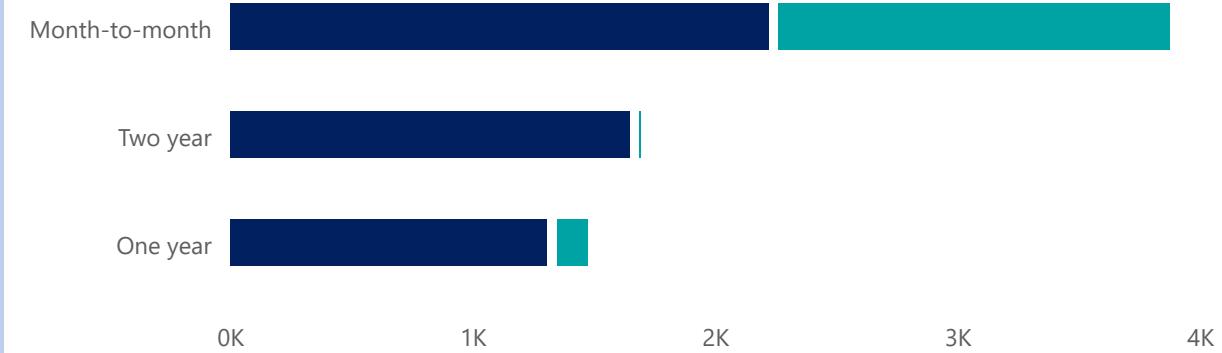
Revenue at 30% reduced Churn rate

**Revenue Uplift achieved by reducing the Churn rate BY 30%**

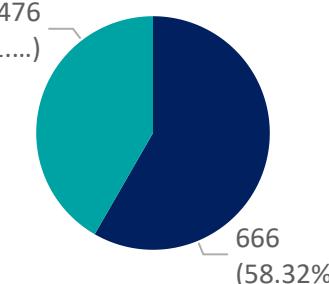


**Customers using month-to-month Plan Churn the highest**

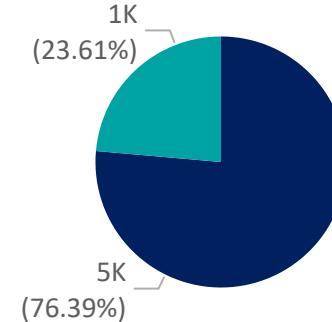
Churn ● No ● Yes



**41% of Senior Citizens Churn**



**23% of Non Senior Citizens Churn**



**Customers Using Fiber Optics Churn 2x more than DSL Customers**

Churn ● No ● Yes

