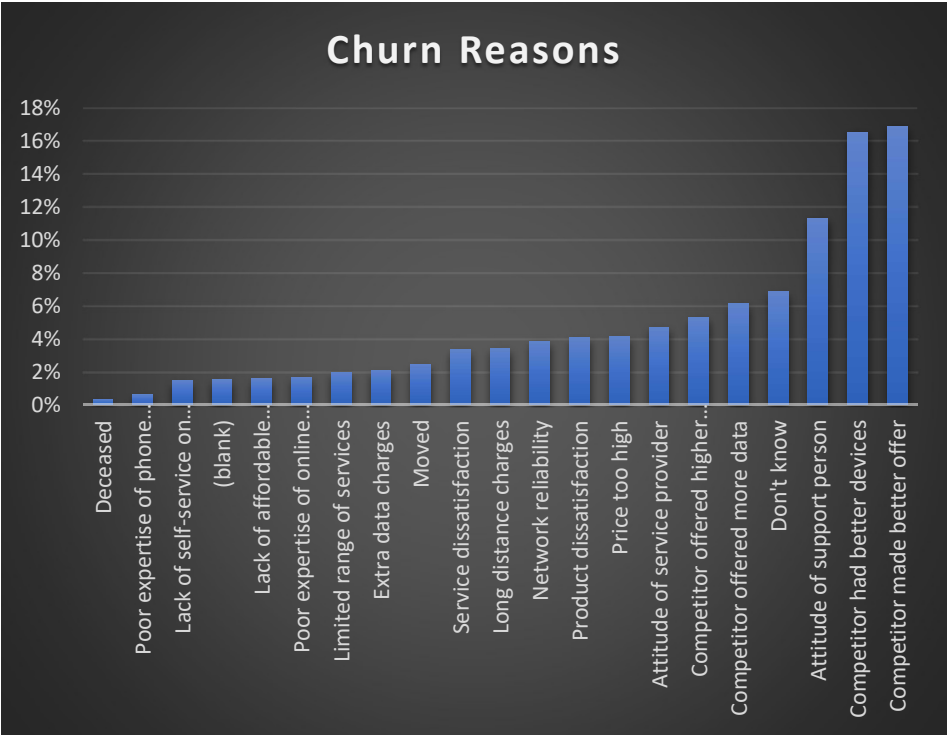


Customer Pivots

Total Customers	Churned Customers	
	6687	1796 26.86%

Row Labels	Churned Customers
Deceased	0.33%
Poor expertise of phone support	0.61%
Lack of self-service on Website	1.45%
(blank)	1.50%
Lack of affordable download/upload speed	1.56%
Poor expertise of online support	1.67%
Limited range of services	1.95%
Extra data charges	2.06%
Moved	2.45%
Service dissatisfaction	3.34%
Long distance charges	3.40%
Network reliability	3.84%
Product dissatisfaction	4.06%
Price too high	4.12%
Attitude of service provider	4.68%
Competitor offered higher download speeds	5.29%
Competitor offered more data	6.12%
Don't know	6.85%
Attitude of support person	11.30%
Competitor had better devices	16.54%
Competitor made better offer	16.87%
Grand Total	100.00%



Churn Category	Competitor
----------------	------------

Row Labels	Churned Customers
Competitor had better devices	36.89%
Competitor made better offer	37.64%
Competitor offered higher download speeds	11.80%
Competitor offered more data	13.66%
Grand Total	100.00%

