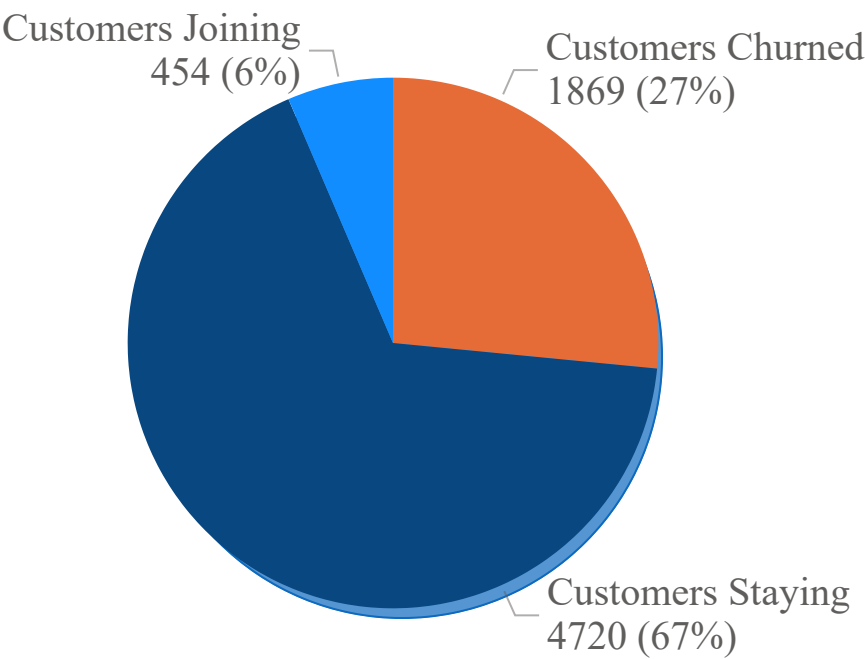




Telecom Customer Churn

Q2 2022 | California Region | Growth Overview



Net User Growth

-1415!

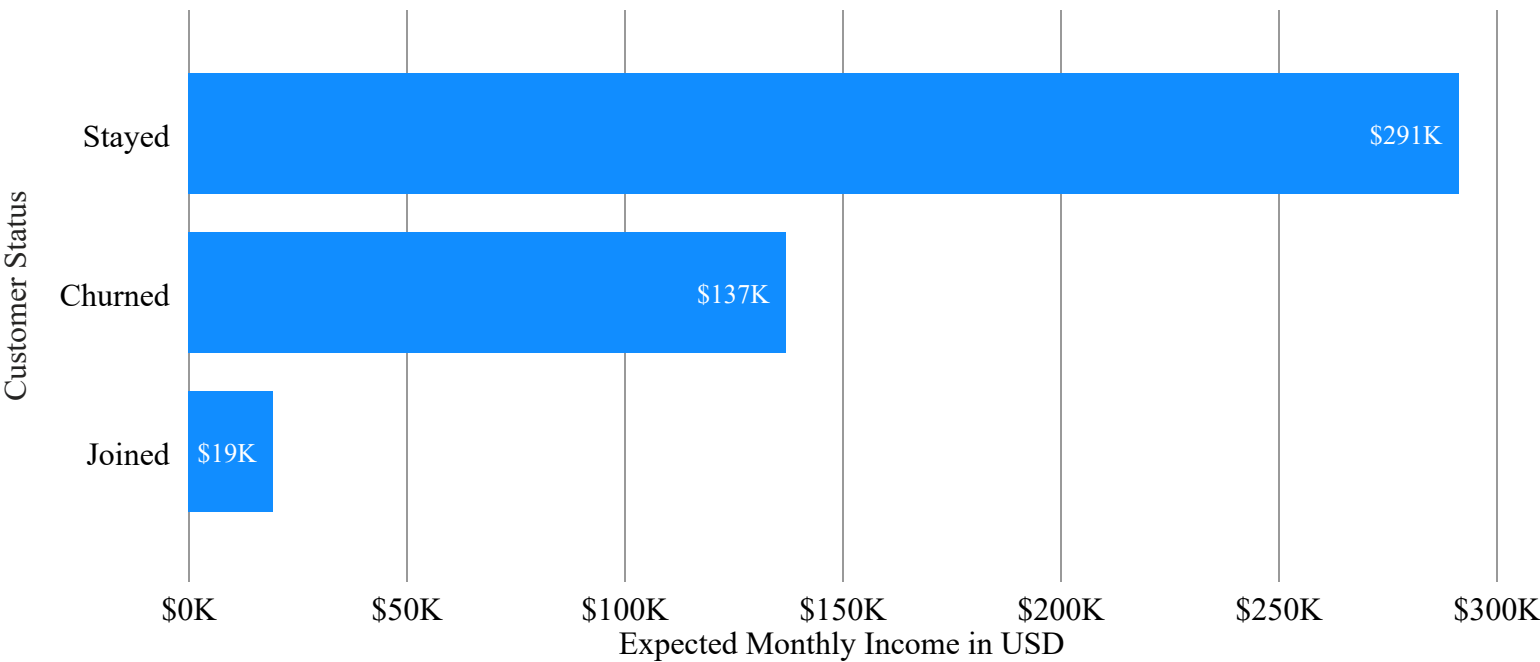
Net Change in Monthly Charges

(\$117.67K)!

Customer Losses

The net outflow of 1415 customers in Q2 2022 represents an over \$117,000 reduction in the company's expected monthly income.

Total Expected Monthly Income by Customer Status





Telecom Customer Churn

Q2 2022 | California Region | Customer Analysis

Who are the Customers that are Leaving?

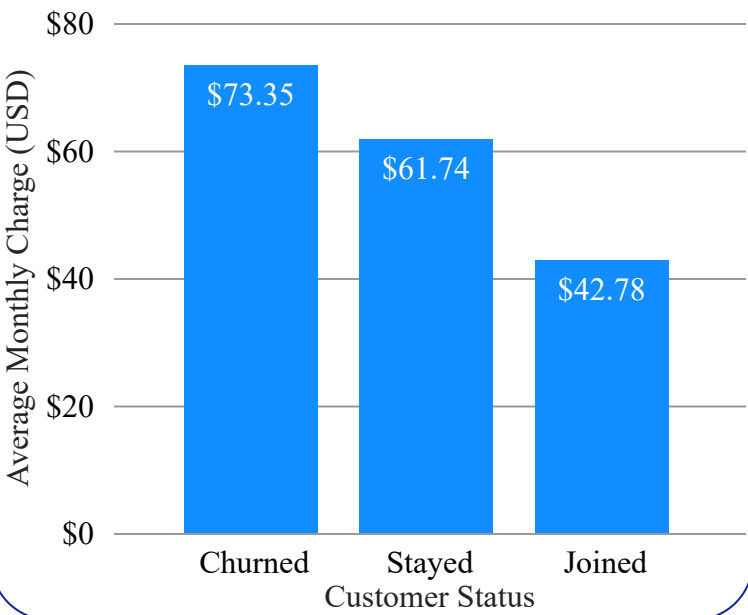
Big Spenders

On average, churned customers leaving our service spend \$30.57 per month more than our new customers who joined this quarter.

Recently Joined

55% of churned customers joined our service less than a year ago.

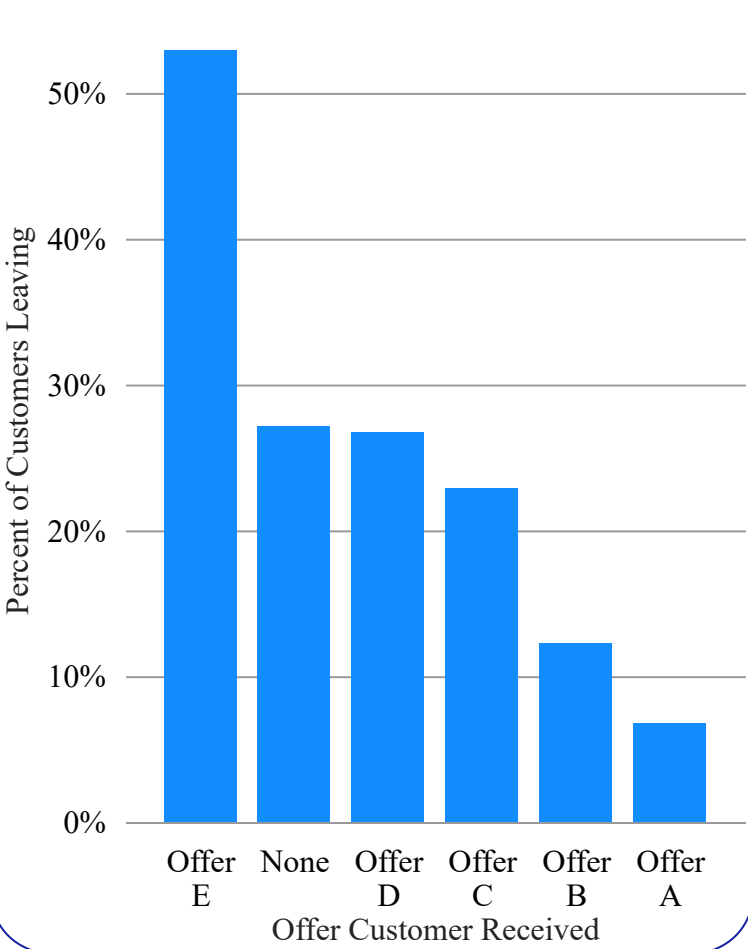
Average Monthly Charge by Customer Status



Tenure of Customers Leaving



Impact of Special Offers

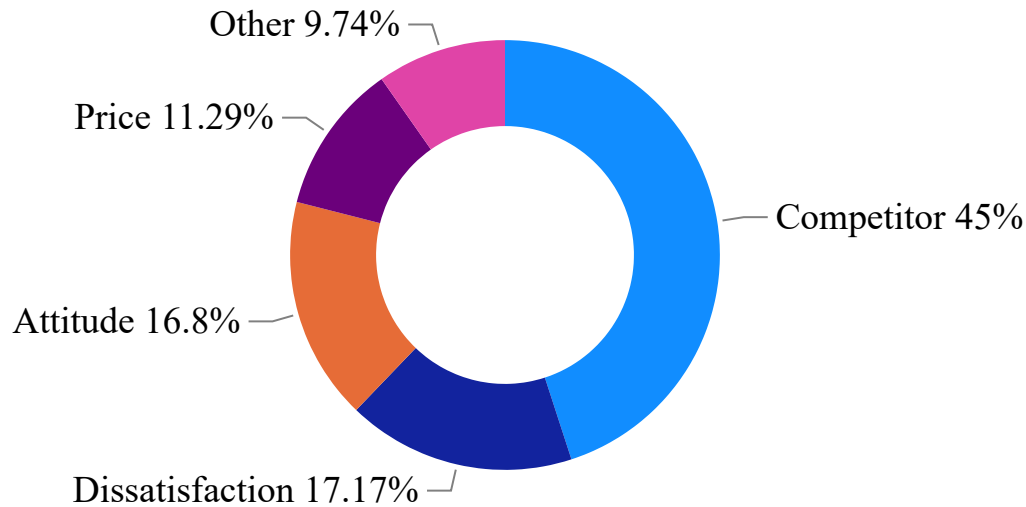




Telecom Customer Churn

Q2 2022 | California Region | Causes of Customer Losses

Customer Exit Survey - Complaint Categories



Recommendations

Customers leaving the service had the opportunity to complete an exit survey explaining why they are seeking a new telecom provider.

How do we better retain future customers?

1. Improved marketing offers to better retain incoming customers.
2. Invest in improvements to communications with the customer. Poor communications from support employees and the business's messaging resulted in the loss of 357 customers alone in Q2.

Customer Complaint Category	Count
Attitude	314
Attitude of service provider	94
Attitude of support person	220
Competitor	841
Competitor had better devices	313
Competitor made better offer	311
Competitor offered higher download speeds	100
Competitor offered more data	117
Dissatisfaction	321
Lack of self-service on Website	29
Limited range of services	37
Network reliability	72
Poor expertise of online support	31
Poor expertise of phone support	12
Product dissatisfaction	77
Service dissatisfaction	63
Other	182
Deceased	6
Don't know	130
Moved	46
Price	211
Extra data charges	39
Lack of affordable download/upload speed	30
Long distance charges	64
Price too high	78
Total	1869