



# Welcome to PhoneNow

## Key Points Indicators

- 1) Average Tech Tickets:** Reduce average tech tickets per fiber optic customer to 0.5 by the end of Q4.
- 2) Contract Sales Increase:** Achieve a 5% increase in 1-year and 2-year contract sales by the next fiscal year.
- 3) Automatic Payment Adoption:** Increase yearly adoption of automatic payment options by 5%.
- 4) Customer Churn Rate:** Reduce the overall churn rate by 2% over the next quarter.



223

Total\_AdminTicket

256

Total\_TechTicket

1869

Total\_Churn\_For\_Yes

380

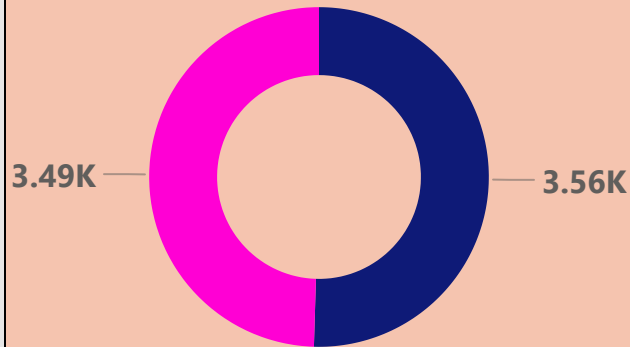
Churn\_For\_1Month

27

Churn\_Rate%

## DEMOGRAPHICS

Gender ● Male ● Female



Total\_Dependents

2110



TotalSeniorCitizens

1142



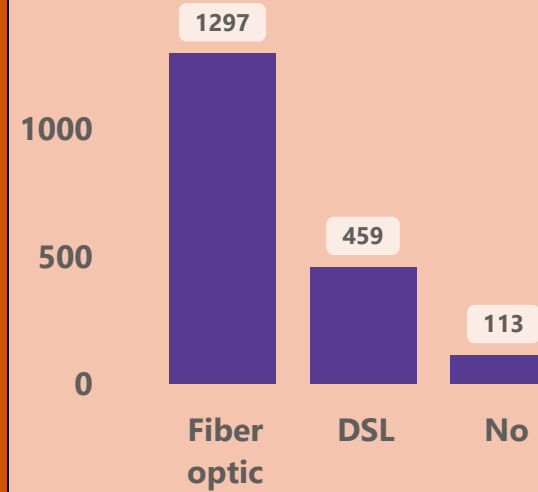
Total\_Partner

3402

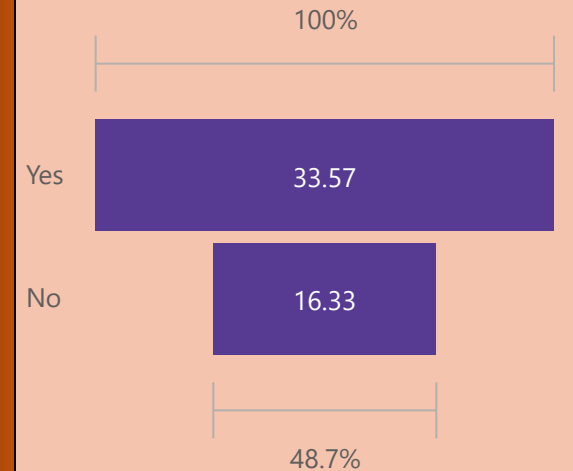


Gender	Total_Dependents	Total_Partner	TotalSeniorCitizens
Male	1082	1714	574
Female	1028	1688	568
Total	2110	3402	1142

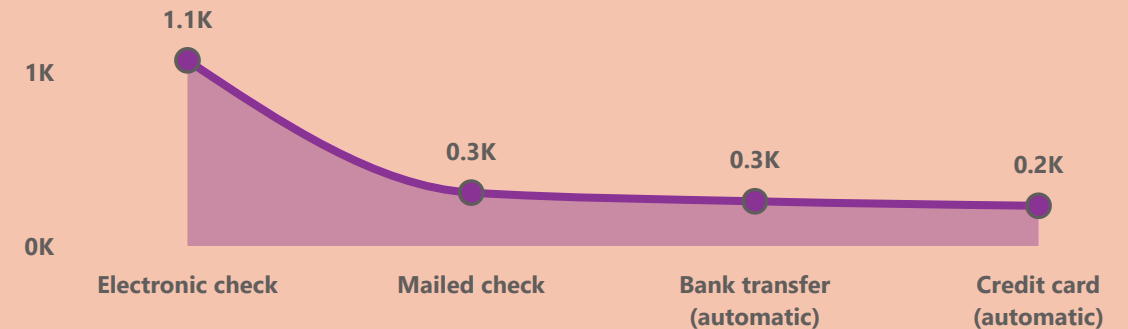
Total\_Churn\_For\_Yes by InternetService



Churn\_Rate\_Percentage by PaperlessBilling



Total\_Churn\_For\_Yes by PaymentMethod





### Payment Modes

Bank transfer (automatic)

Credit card (automatic)

Electronic check

Mailed check

### InternetService

DSL

Fiber optic

No

### Contract

☐ Month-to-month

☐ One year

☐ Two year

Total\_Customer

7K



Total\_Charges

16M



Monthly\_Charges

456K

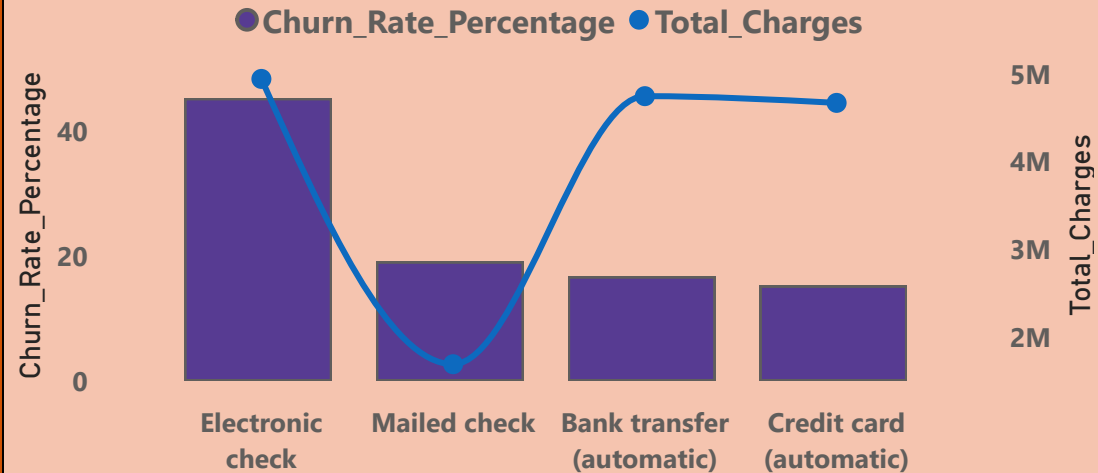


Paperless\_Billings

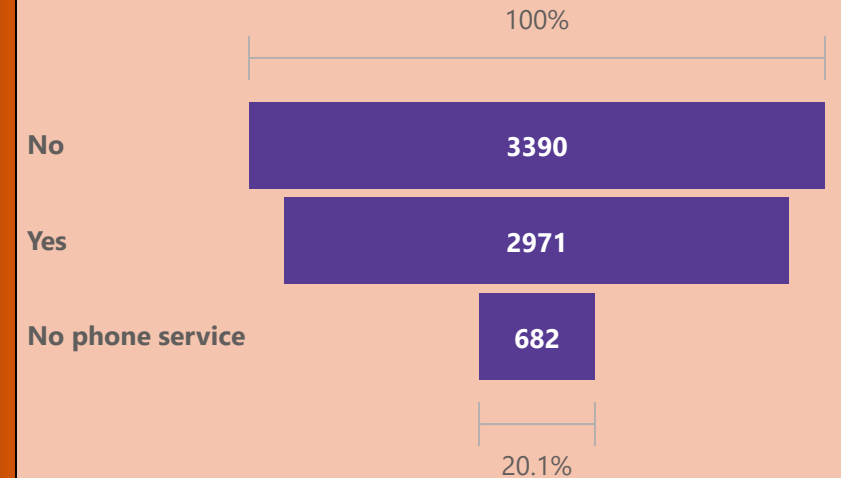
4K



### Churn\_Rate\_Percentage and Total\_Charges by PaymentMethod

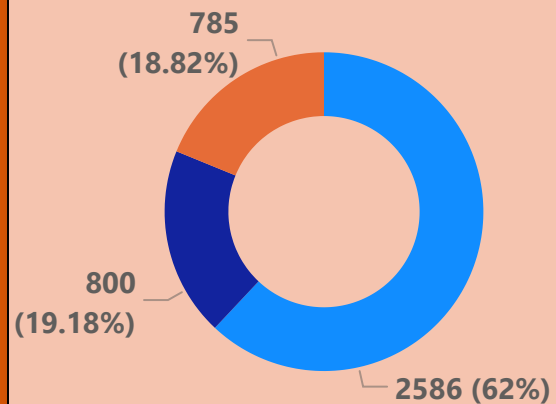


### Total\_Customer by MultipleLines

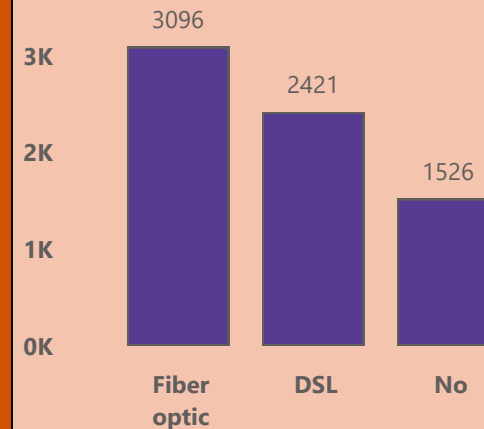


### Total\_PaperlessBilling by Contract

Contract ● Month-to... ● One year ● Two year



### Total\_Customer by InternetService



### Total\_Customer by PaymentMethod

