Welcome To PhoneNow

Key Performance Indicators

- Increase Tech support capacity for Fiber Optic customers and lower tech tickets per customers to 0.5.
- Increase sale of 1 and 2 year contracts by 5% each.
- Yearly increase of automatic payments by 5%

Churn Dashboard

- Demographics
- Customer Account Information
- Services

Customer Risk Analysis

- Internet Service
- Type Of Contract
- Payment Methods

Churn Analysis Dashboard

pwc

1869	2173	885	$2.86M	$139K
Customers At Risk	# of Tech Tickets	# of Admin Tickets	Yearly Charges	Monthly Charges

Demographics
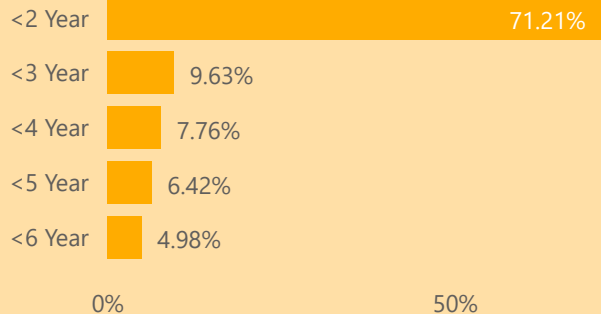
25% Senior Citizen

36% Partners

17% %Dependents

gender ● Female ● Male

49.76% — 50.24%

Subscription Time

<2 Year	71.21%
<3 Year	9.63%
<4 Year	7.76%
<5 Year	6.42%
<6 Year	4.98%

0% — 50%

Customer Account Information

Payment Method

Electronic ch...	57.30%
Mailed check	16.48%
Bank transfe...	13.80%
Credit card (...	12.41%

0% — 50%
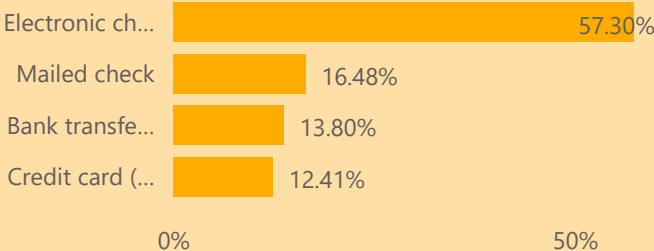
Average Charges

$74 Monthly

$1,531.80 Total

Types Of Contract

Month-to...	88.55%
One year	8.88%
Two year	2.57%

0% — 50% — 100%
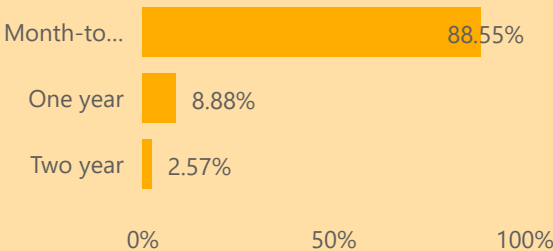
Paperless Billing

25.0...

74.9...

● Yes
● No
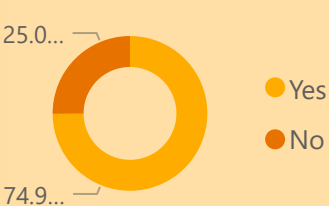
Services

Multiple Lines

50.03% Yes   49.97% No

91% Phone Service

44% Streaming Movies

44% Streaming TV

29% Device protection

28% Online Backup

17% Tech Support

16% % Online Sec.

● Fiber optic ● DSL ● No

24.56% — 6.05%

69.40%
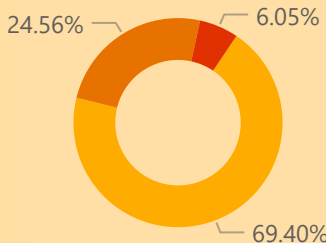
Churn Risk Analysis

pwc

Risk of Churn
- [ ] No
- [ ] Yes

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

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

Months of Contract

1	72

7032
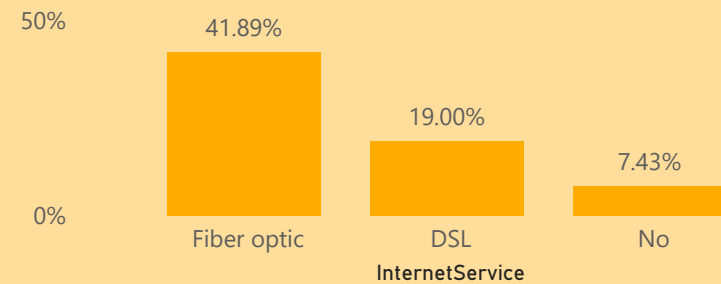Total Customers

26.58%
Churn Rate

3621
Admin Tickets

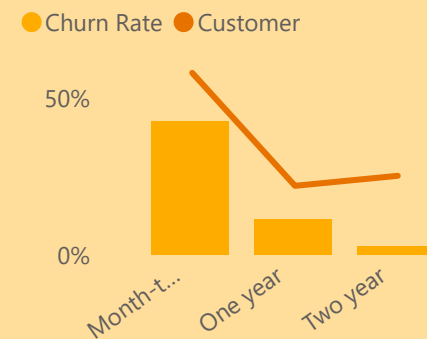**2955**
Tech Tickets

Churn By Type Of Internet Services

- Fiber optic: 41.89%
- DSL: 19.00%
- No: 7.43%

InternetService

Of Customers By Internet Services

- 27.81%
- 10.88%
- 61.31%

Sum Of Monthly Charges

- $140K
- $32K
- $283K

Legend:
- Fiber op...
- DSL
- No

Type Of Contract

- Churn Rate
- Customer

Month-t..., One year, Two year
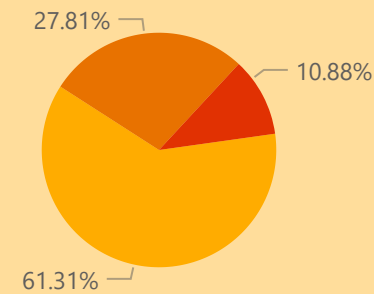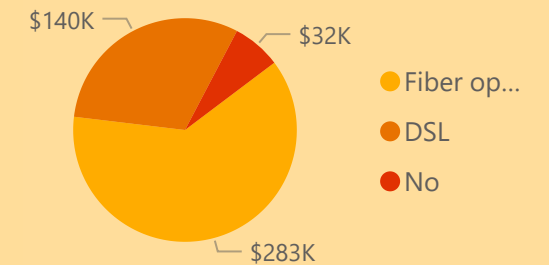
Churn By Subscription Time

- Churn Rate
- Monthly Charges

<2 Year, <3 Year, <4 Year, <5 Year, <6 Year

Churn By Payment Method

- Churn Rate
- Monthly Charges

Electro... check, Mailed check, Bank transfer..., Credit card (a...
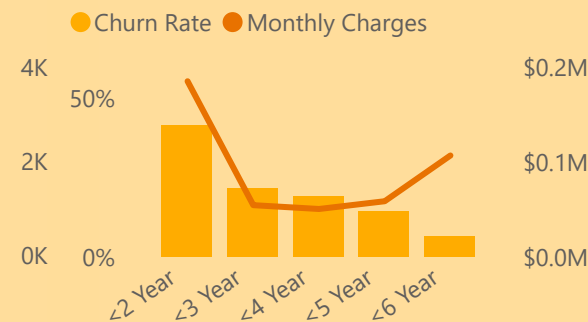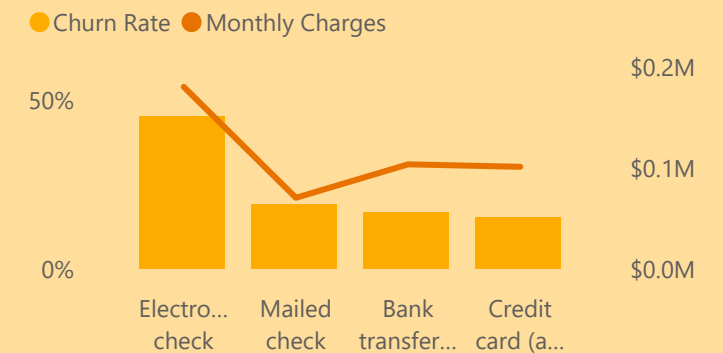
Services

Phone Service

- Yes
- No

9.67%
90.33%
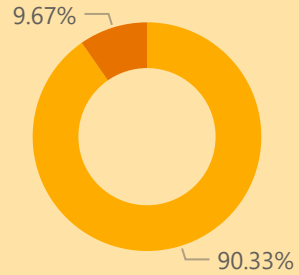
Streaming TV

- No
- Yes
- No internet service

21.62%
39.95%
38.44%
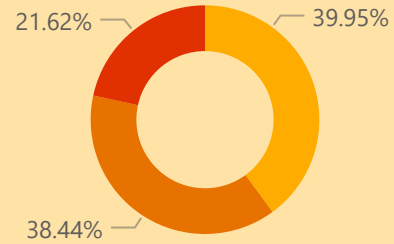
Streaming Movies

- No
- Yes
- No internet service

21.62%
39.55%
38.84%
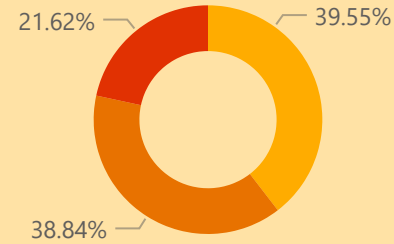
Tech Support

- No
- Yes
- No internet service

21.62%
49.37%
29.01%
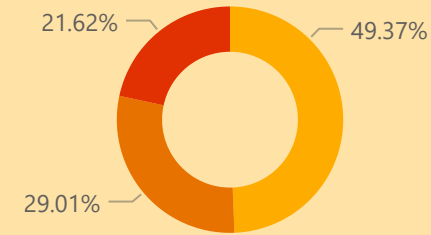
Online Security

- No
- Yes
- No internet service

21.62%
49.73%
28.65%
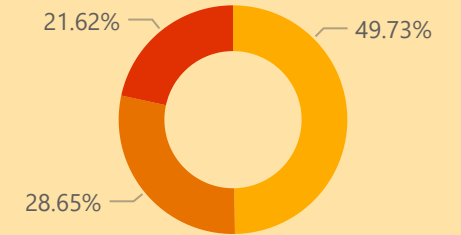
Churn

| No | Yes |

Contract

- Month-t...
- Two year
- One year

20.93%
23.96%
55.11%
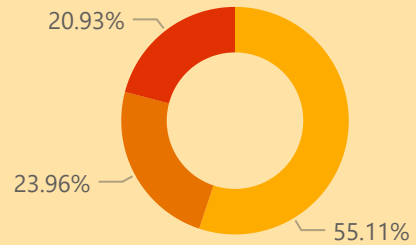
Internet Service

- Fiber optic
- DSL
- No

21.62%
44.03%
34.36%
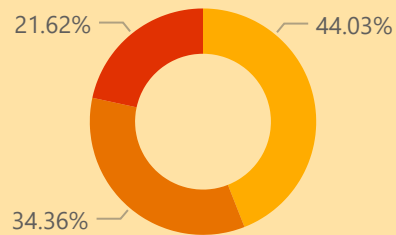
Multiple Lines

- No
- Yes
- No phone service

9.67%
48.14%
42.19%
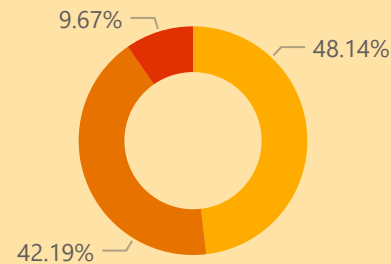
Device Protection

- No
- Yes
- No internet service

21.62%
44%
34.39%
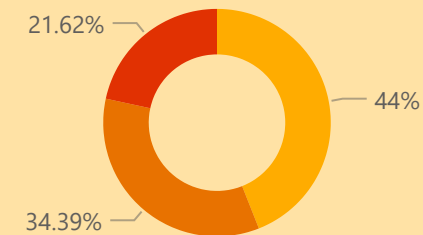
Online Backup

- No
- Yes
- No internet service

21.62%
43.9%
34.49%