Subject: Update on Project Progress

Dear Janet,

I hope this email finds you well. I wanted to provide you with a brief update on the progress of our current project.

Over the past few weeks, the team has been diligently working on the Customer Churn Data and implementation of key strategies to enhance customer retention. We’ve encountered a few challenges along the way, and I believe it’s important for you to be informed about our efforts to address them.

As we move forward, we are focused on the following key initiatives:

1. Increase tech support capacity for Fiber Optic customers and lower tech tickets per customer to 0.5: Our analysis indicates a pressing need to enhance our tech support capacity for Fiber Optic customers. By allocating more resources, we can reduce tech tickets per customer to an optimal target of 0.5.
2. From analysis majority customers who churned did not sign up for Online Security and Tech Support. These are the important services that customers should customers signup for. The company should educate customers on the benefits of signing up for these services.
3. Increase sales of 1 and 2-year contracts by 5% each: To ensure long-term customer engagement, we propose an increase in the sales of 1 and 2-year contracts by 5% each. This will not only stabilize our revenue stream but also reinforce customer loyalty.
4. Discount offers for month-to-month contract customers: To entice our month-to-month contract customers to transition to longer-term commitments, we could provide attractive discount offers. This strategy has the potential to enhance customer retention and reduce churn rates.
5. Yearly increase of automatic payments by 5%: We recommend an annual increase of automatic payments by 5%. Encouraging customers to opt for automatic payments will streamline our billing process and improve cash flow predictability.

If you have any specific preferences or areas of concern you’d like us to prioritize, please feel free to let me know. Additionally, we are open to scheduling a brief meeting at your convenience to discuss the project in more detail or address any questions or feedback you may have.

Thank you for your continued support, and I look forward to hearing from you.

Best regards

My Name