Welcome to PhoneNow

Key Performance Indicators

1) Increase tech support capacity for Fiber Optic customers and lower tech tickets per customer to 0.5.

2) Increase sale of 1 and 2 year contracts by 5% each.

3) Yearly increase of automatic payments by 5%.

Churn Dashboard

- Demographics
- Customer Account Information
- Services

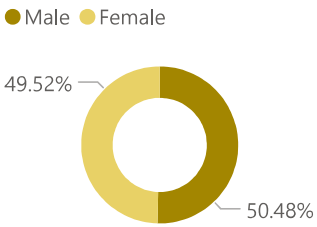
Customer Risk Analysis

- Internet Service
- Type of Contract
- Payment Method

Churn Dashboard

7043	2955	3632	$16.06M	$456.12K
Customers at risk	# of Tech Tickets	# of Admin Tickets	Yearly Charges	Monthly Charges

Demographics

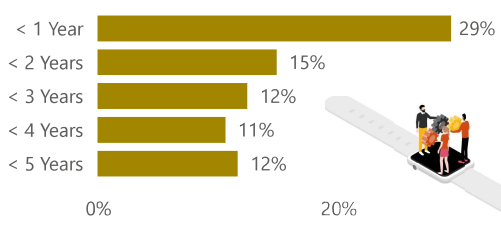


25%
Senior-Citizen

36%
Partner

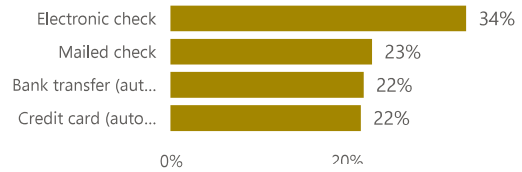
17%
Dependents

Subscription Time

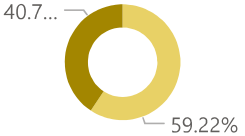


Customer Account Information

Payment Method



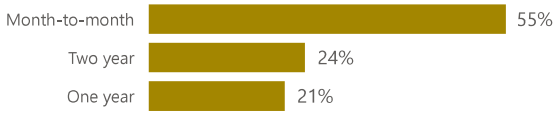
Average Charges



$64.76
Monthly

$2,283.30
Total

Types of Contract



Service Customer Signed Up for

90.90% Phone service

43.55% Streaming TV

43.77% Streaming Movie

29.16% Device Protection

27.98% Online Backup

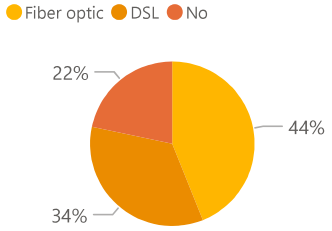
16.59% Tech Support

15.78% Online Security

Multiple Lines?

49.97% no

50.03% yes



Customer Risk Analysis

pwc

Filters

Risk of Churn
- No
- Yes

Internet Service
- DSL
- Fiber optic
- No

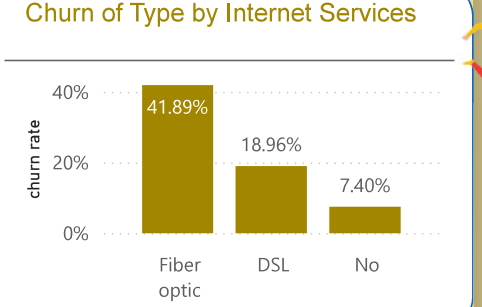
Months Subscribed

0 — 72

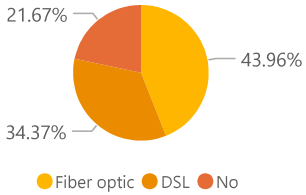
Contract Type
- Month-to-month
- One year
- Two year

7043	26.54%	1869 (0 – Churn – 7043)	$16.06M	2955 Tech Tickets / 3632 Admin Tickets
Total Customers	*Churn Rate %*		*Yearly Charges*	

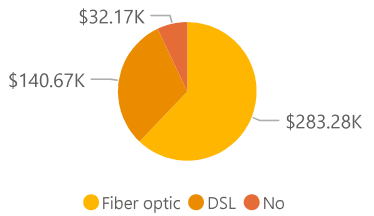
Churn of Type by Internet Services



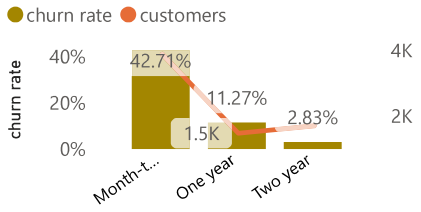
Customers by Internet Services



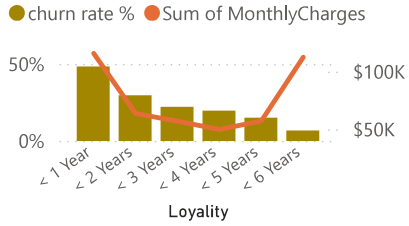
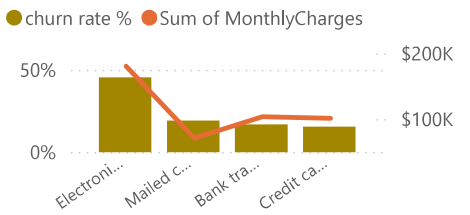
Sum of Monthly Charges



Types of Contract



Years of Contract



Churn by Payment Method