

# 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



1. Internet Services
2. Type of Contracts
3. Payment Methods





# Churn Dashboard

7043

Customers at risk

2955

# of Tech Tickets

3632

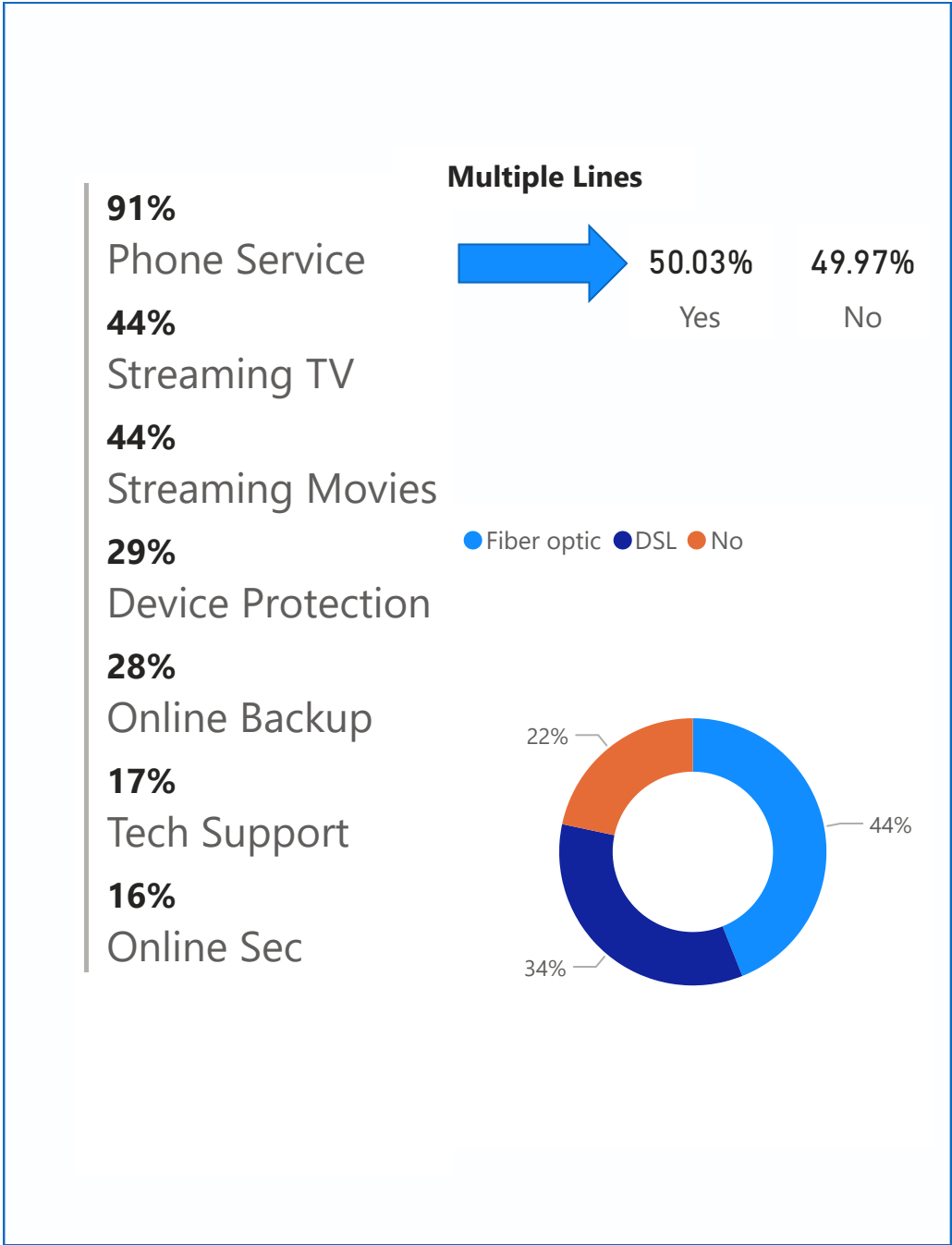
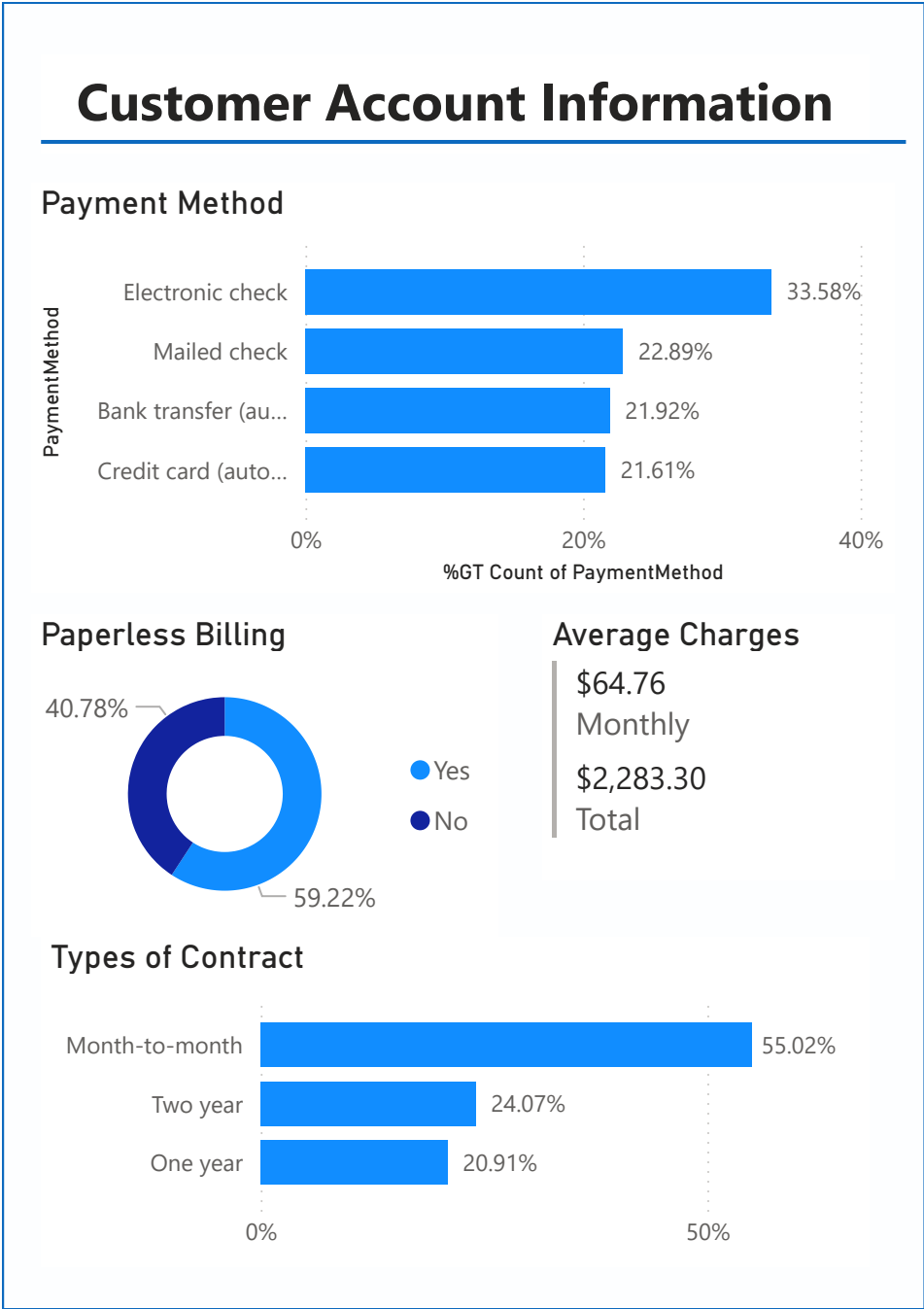
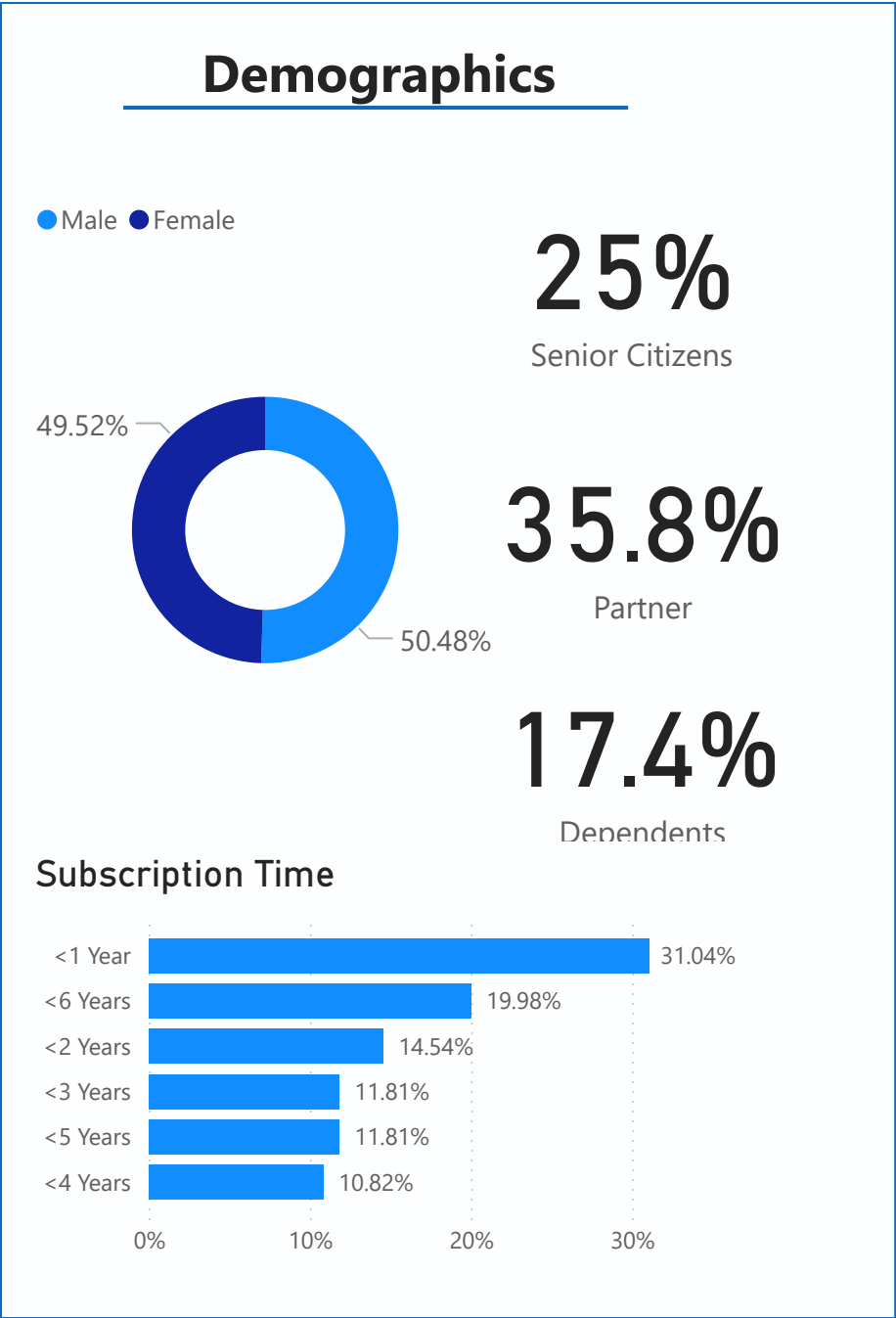
# of Admin Tickets

\$16.06M

Yearly Charges

\$456.12K

Monthly Charges



# Customer Risk Analysis

## Risk of Churn

☐ No

☐ Yes

## Internet Services

☐ DSL

☐ Fiber optic

☐ No

## Months Subscribed

0

72

## Contract Type

☐ Month-to-month

☐ One year

☒ Two year

1695

Total Customers

2.83%

Churn Rate %

\$6.28M

Yearly Charges

648

Tech Tickets

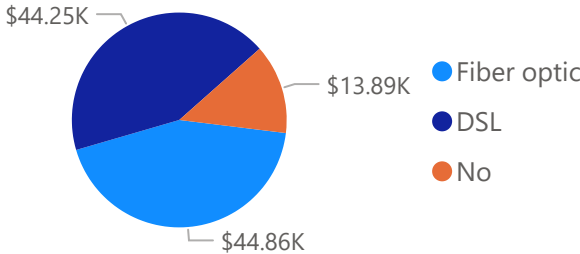
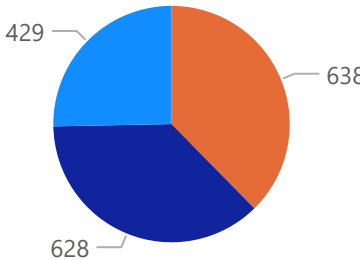
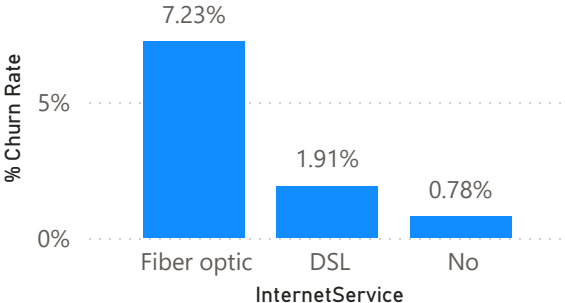
915

Admin Tickets

## Churn By Type of Internet Services

## # of customers by Internet Services

## Sum of Monthly Charges



## Type of Contract

## Years of Contract

## Churn by Payment Method

