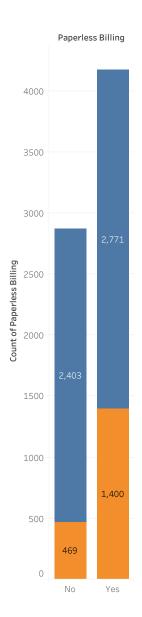
INSIGHT3



A high of churn rate is seen in this chart from customers who received paperless bills. About 50% of customers cancelled their subscription.

Churn No Yes

Paperless billing is a form of sending bills to customers via their email or online account. While this process is very beneficial to the company, it is imperative that the customers be carried along, to minimize the churn rate. An awareness campaign to teach customers how to access their bills via their email and online account.

Educating the customers on the benefits of paperless billing will also help mana..