

Hello Engagement Partner,

I trust you are doing great.

The PhoneNow dashboard and analysis is attached to this email and I'll use this medium to explain my most important findings and proffer suggestions on what needs to be changed.

From the analysis, although the gender ratio is nearly even, 84% of PhoneNow's customers are not senior citizens. The Retention Manager should keep this in mind when running promotions and rolling out new products.

The company also has three types of contracts, month-to-month, one year, and two year contracts. Month-to-month has the highest number of subscriptions among the three contract types (55%) as well as the customers with the highest churn rate (89%)

Customers also have the option of opting between either Digital Subscriber Line (DSL) (34%) or Fiber Optic (44%) when subscribing for an internet service. Of all the customers who churned, 69.4% were using the Fiber Optic for internet supply.

The analysis of tickets raised by customers shows that the higher the number of tech tickets raised, the higher the likelihood of the the customer churning.

57% of the churned customers used Electronic check as their payment method while 74% were billed through paperless methods.

Our suggestions for the retention manager should be as follows:

1. As there is a trend of churning month-to-month contract customers, PhoneNow should consider making the One year and Two year contracts more attractive to their subscribers by either reducing the prices or adding more services to the package e.g. Tech Support and Online Security (two key influencers in customer churn)
2. There should be a sensitization on why Tech Support and Online Security are beneficial to each internet subscriber
3. Management needs to look into the rate at which tech tickets are being resolved especially with Fiber Optics customers. Training of tech staff or hiring more experienced staff for the department will help reduce ch.
4. Paperless billing seems to be less favored by customers of the business. Management should conduct a 'billing and payment' survey to better understand their customer needs.

With the implementation of these suggestions, I have no doubt that PhoneNow will experience an upturn in the KPIs we have defined for their business.