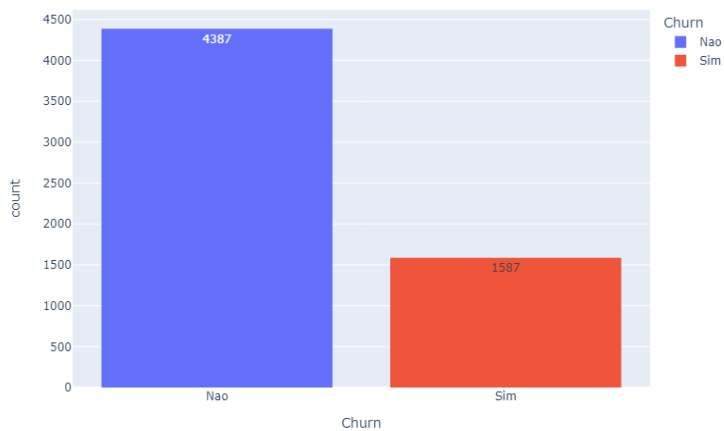
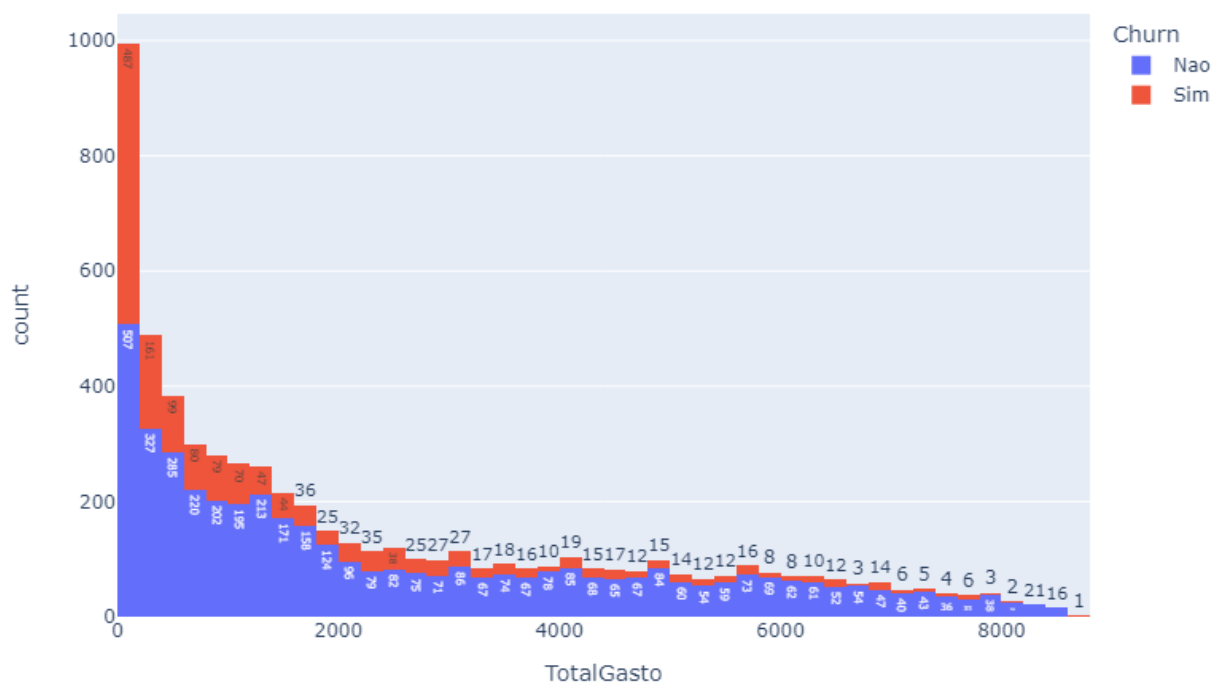


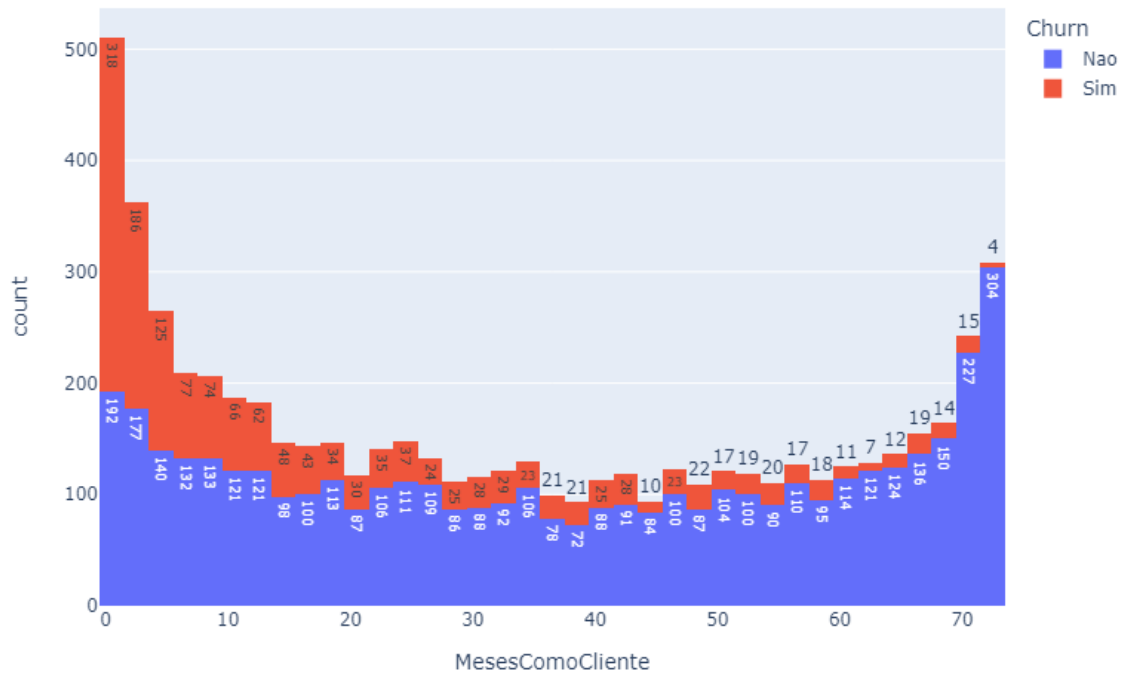
Decision Making (bottom) + Data that supports

Problem: 26% churn.

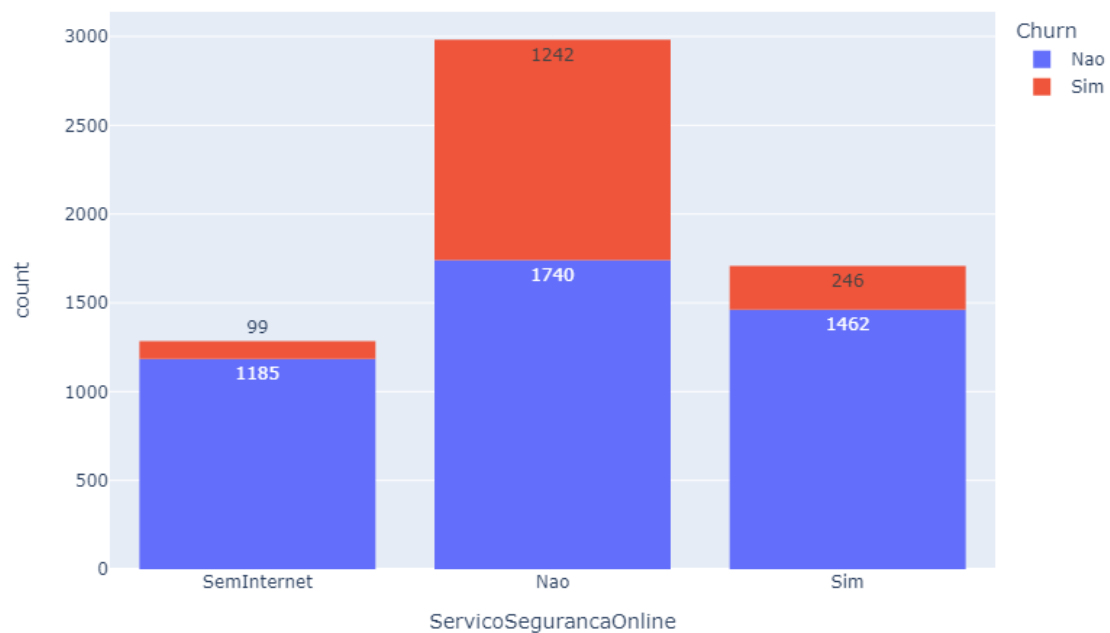


1. Offer to recent clients plans like a monthly fee exemption in the first months.

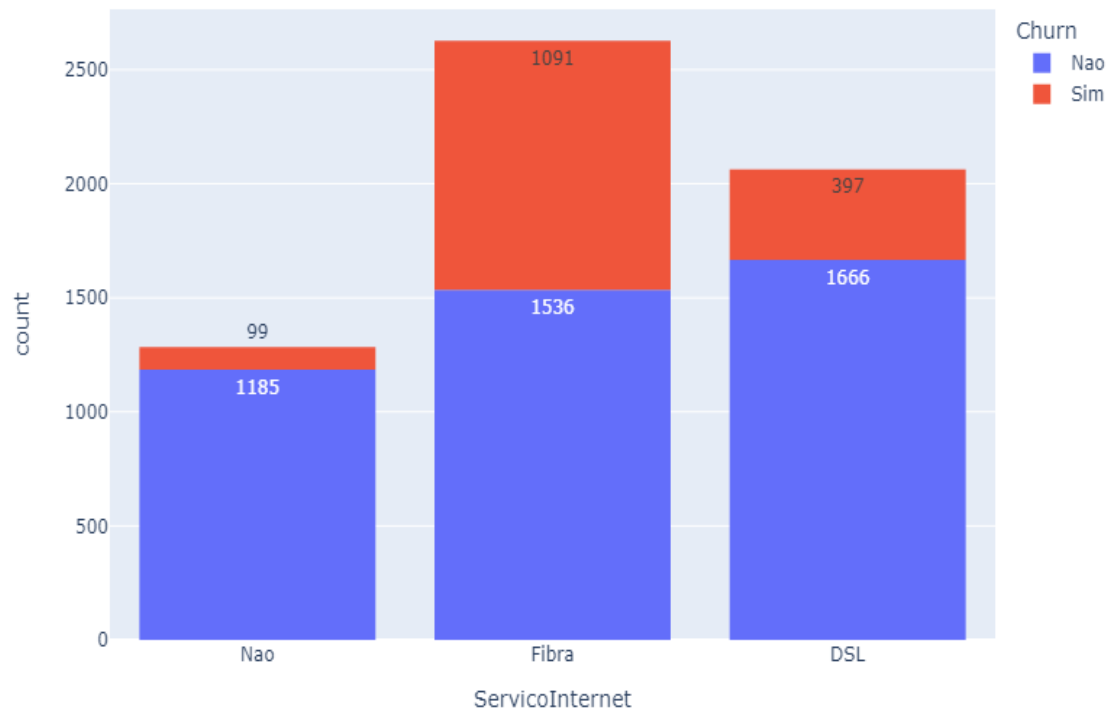




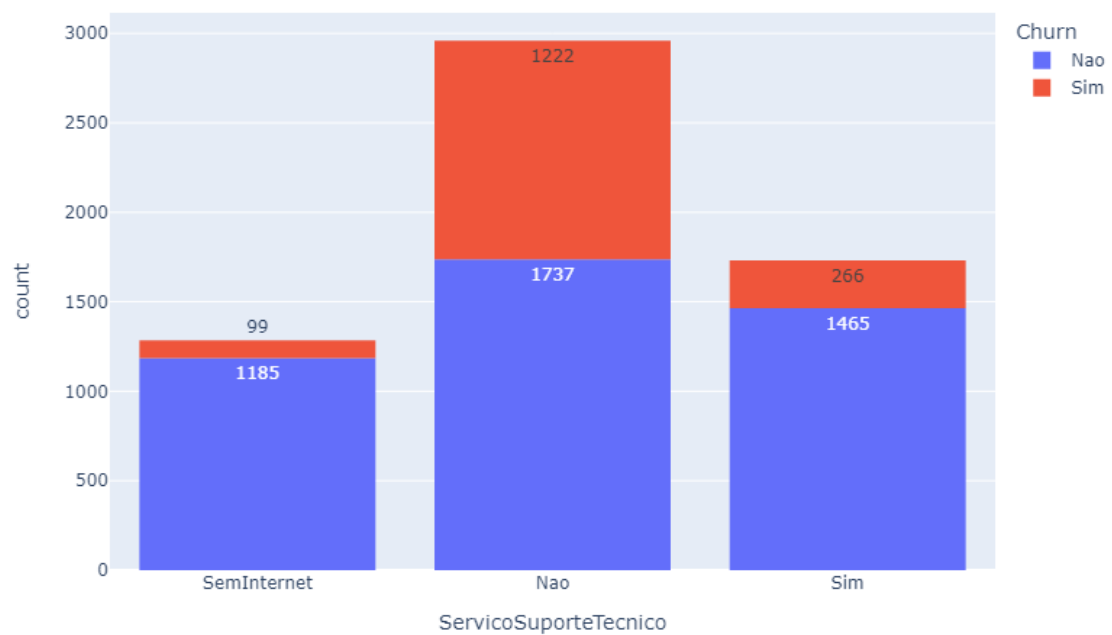
- Investigate and solve the problems faced by those who do not hire the Security Service, and the reason to don't hire it.



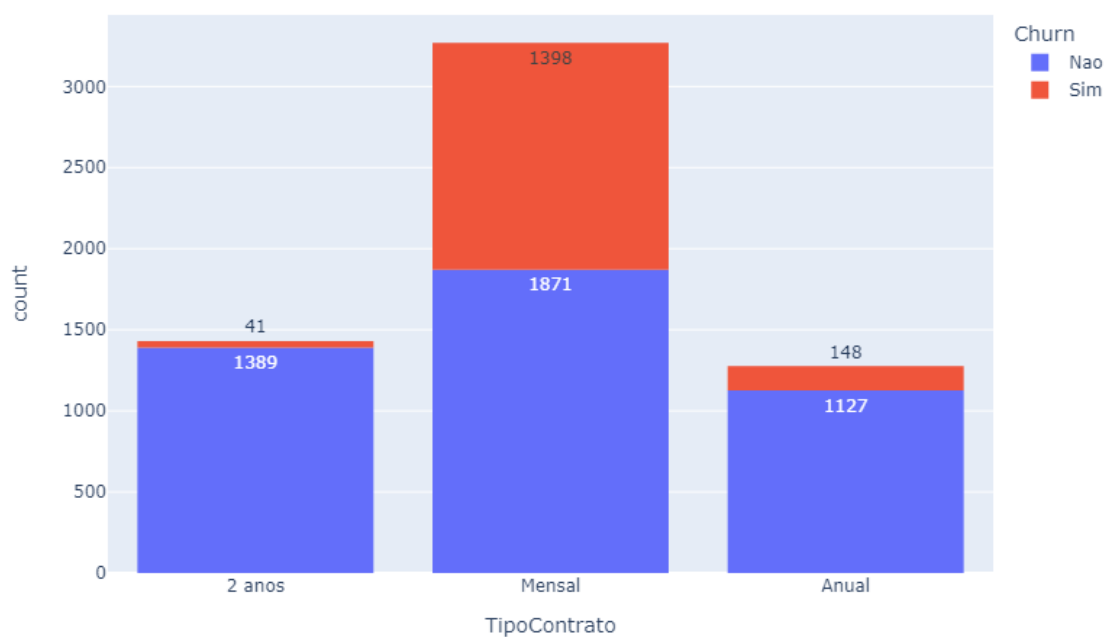
- Improve Internet Fiber Service



4. Make technical support included in all packages, for not lose customers who are dissatisfied, probably due to problems they face for not having this service.



5. An annual contract with discount. Also helps to solve the above problem 1.



6. Instigate payment other than by boleto.

