

## Key performance indicators

Total number of churned customers

1,796

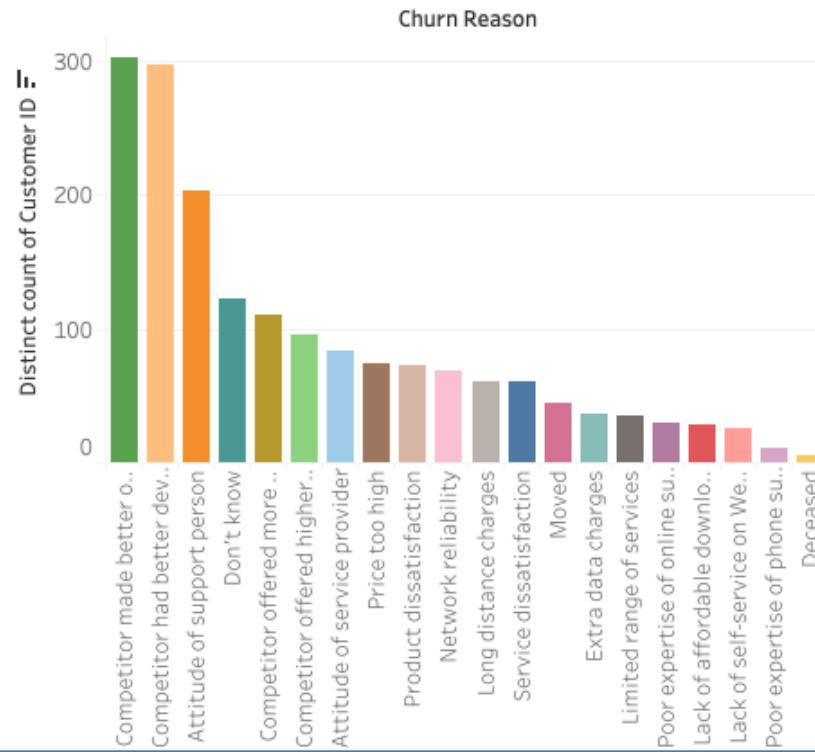
Total number of active customers

6,687

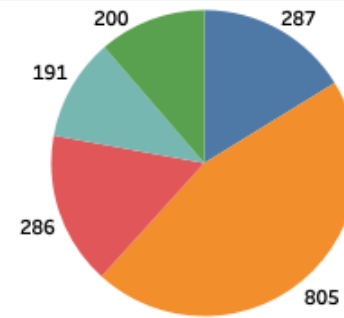
Churn Rate

26.86%

### Top reasons why people are choosing to leave G3 Telecom



### Churn Categories



### Customers by Contract Type



#### Churn Reason

- Attitude of service provider
- Attitude of support person
- Competitor had better device
- Competitor made better offer
- Competitor offered higher price
- Competitor offered more data
- Deceased
- Don't know
- Extra data charges
- Lack of affordable download
- Lack of self-service on Website
- Limited range of services
- Long distance charges
- Moved
- Network reliability
- Poor expertise of online support
- Poor expertise of phone support
- Price too high
- Product dissatisfaction
- Service dissatisfaction

#### Churn Category

- Attitude
- Competitor
- Dissatisfaction
- Other
- Price

#### Count of Churn Category

1,769

#### Contract Type

- Month-to-Month
- One Year
- Two Year

Improve customer service channels and responsiveness in order to address customer issues and complaints quickly. To boost retention, provide loyal customers with personalised offers or discounts. Continuously upgrade product or service offerings based on consumer input to satisfy changing needs and expectations.