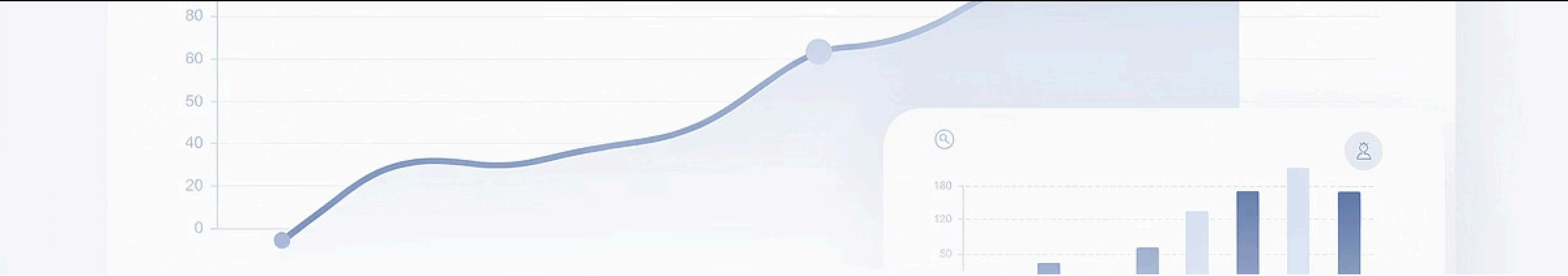
Revenue Growth Is Stagnating Despite Stable Customer Acquisition

A strategic assessment of revenue leakage patterns and high-impact retention interventions for sustainable growth



Revenue growth is stagnating despite stable customer acquisition

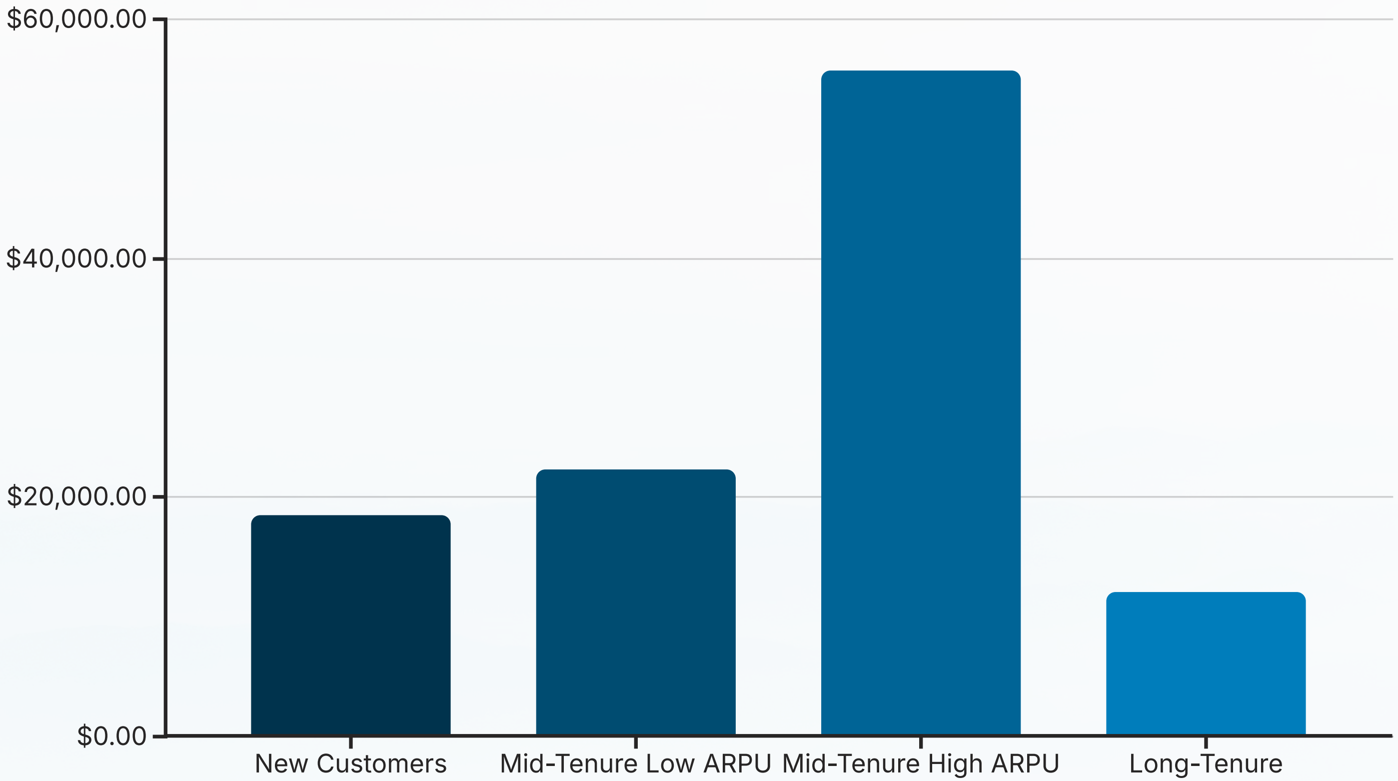
Current Business Situation

- Customer acquisition remains stable year-over-year across all channels
- Total subscriber base shows healthy growth trajectory
- Revenue growth has plateaued at 2-3% annually, well below acquisition rates
- Analysis reveals systematic revenue leakage across customer lifecycle

Critical Business Question

Where is revenue actually being lost — and which retention actions recover it most cost-effectively?

A small customer segment drives the majority of revenue leakage



Mid-Tenure, High-ARPU Segment

589 customers generating $94.50 average monthly revenue with 45.3% churn rate

Represents over 50% of total monthly revenue at risk (~$55.7K)

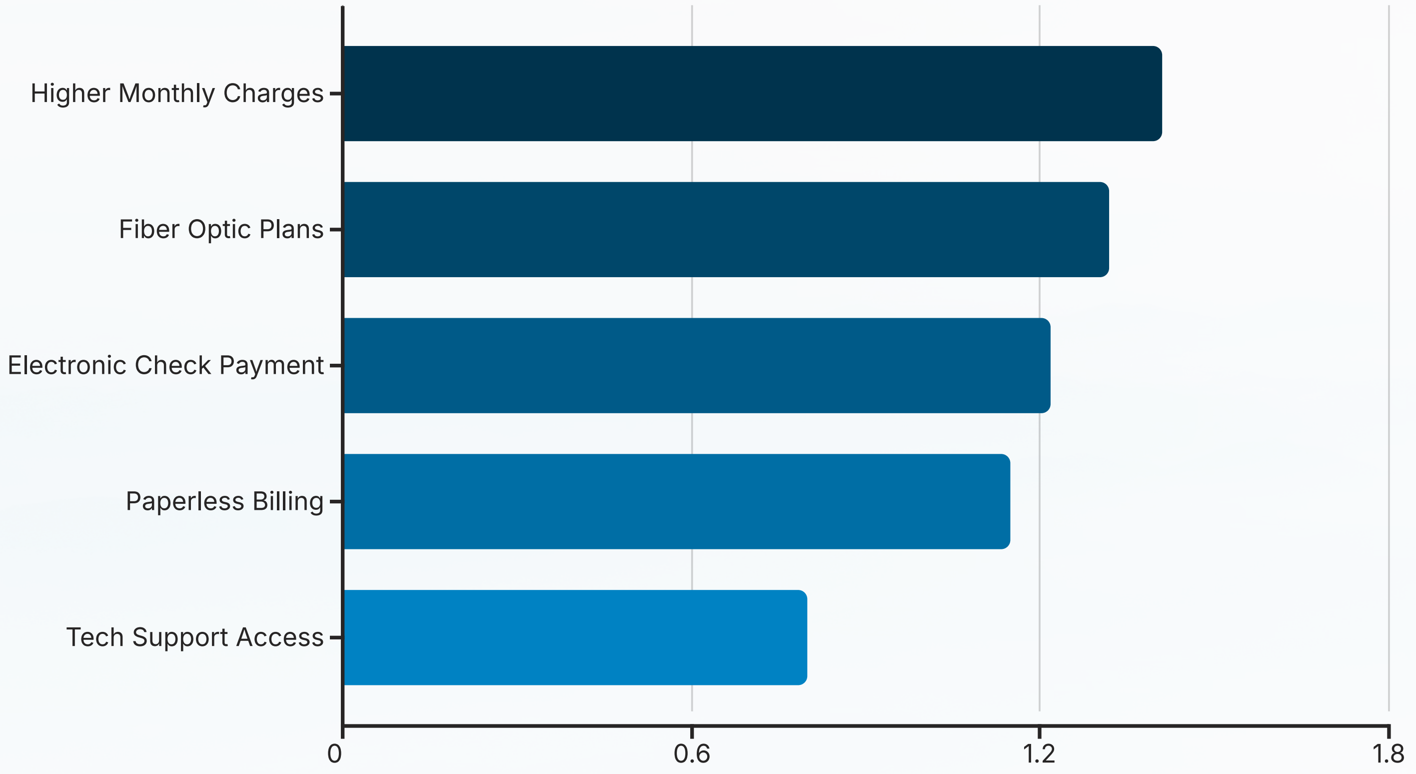
Key Pattern

New customers churn more frequently but contribute minimal revenue impact

Long-tenure customers demonstrate high stability and retention

Revenue leakage is concentrated in a specific, targetable segment

Churn is driven by service expectations and payment friction — not demographics



Critical Finding: Operational friction and unmet service expectations explain churn behavior more accurately than customer demographics or tenure patterns

Targeted service interventions deliver 3–4× higher ROI than blanket discounts

Intervention Strategy	Target Segment	ROI	Recommendation
Tech Support Upsell	High-ARPU customers without current support access	3–4×	Fund immediately
Payment Method Migration	Electronic check users to auto-pay credit card	~2×	High priority
Service Quality Enhancement	Fiber optic customers with service tickets	2–3×	High priority
Blanket Discount Programs	Broad churn-risk customer base	<1×	Discontinue

ROI calculation assumes revenue retained over 6-month average customer lifetime post-intervention

Focus retention spend where it creates value

01

Prioritize Mid-Tenure, High-Value Customers

Concentrate retention resources on the 12–36 month, high-ARPU segment driving 50%+ of revenue leakage

02

Fix Service and Payment Friction First

Address operational barriers before adjusting pricing—tech support access, payment method optimization, and service quality improvements deliver measurable ROI

03

Eliminate Blanket Discounts

Reallocate promotional spend to targeted operational fixes with proven 3–4× returns on investment

Executive Summary

The highest-ROI retention actions are operational interventions, not promotional discounts. Strategic focus on service quality and payment friction creates sustainable revenue protection.