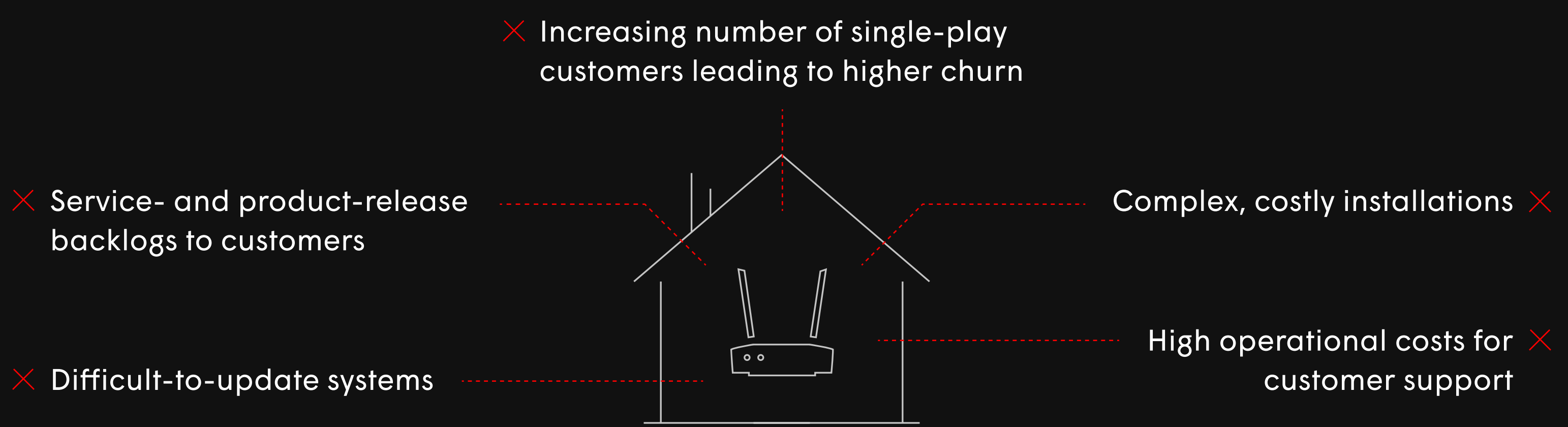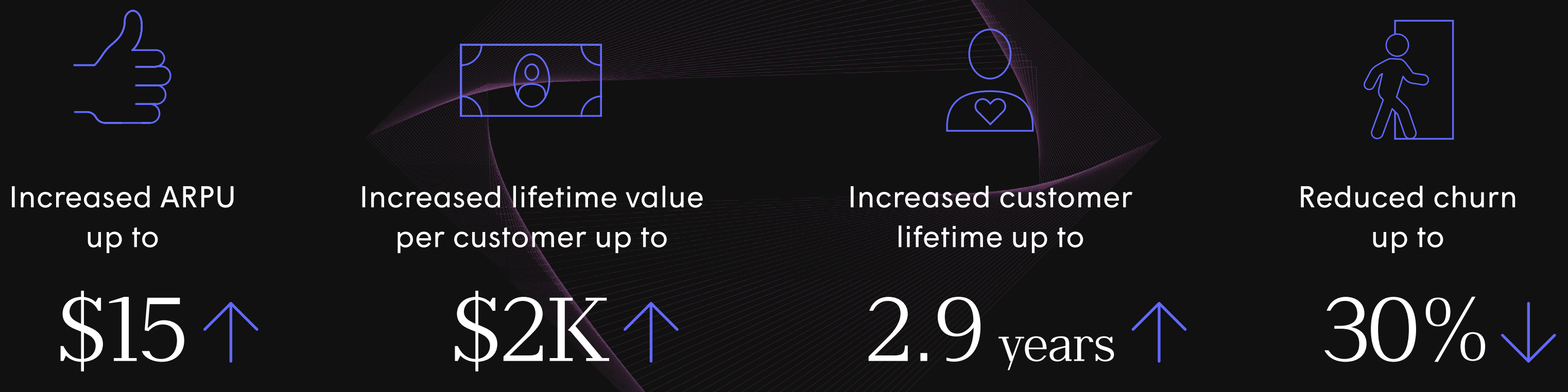# Plume's CEM Platform by the numbers

We looked at the total cost of ownership for Plume's Consumer Experience Management (CEM) Platform to help Communications Service Providers understand the benefit of transforming from legacy solutions to Plume's agile, cloud-based services delivery platform.

Challenges with legacy solutions

× Increasing number of single-play customers leading to higher churn

× Service- and product-release backlogs to customers

× Difficult-to-update systems

× Complex, costly installations

× High operational costs for customer support

The benefits of Plume's CEM Platform

Increased ARPU up to
$15 ↑

Increased lifetime value per customer up to
$2K ↑

Increased customer lifetime up to
2.9 years ↑

Reduced churn up to
30% ↓

The Plume CEM Platform allows you to deploy new services that increase stickiness and add new monthly revenue, increasing customer lifetime by 30% and lifetime value per customer by 70%.
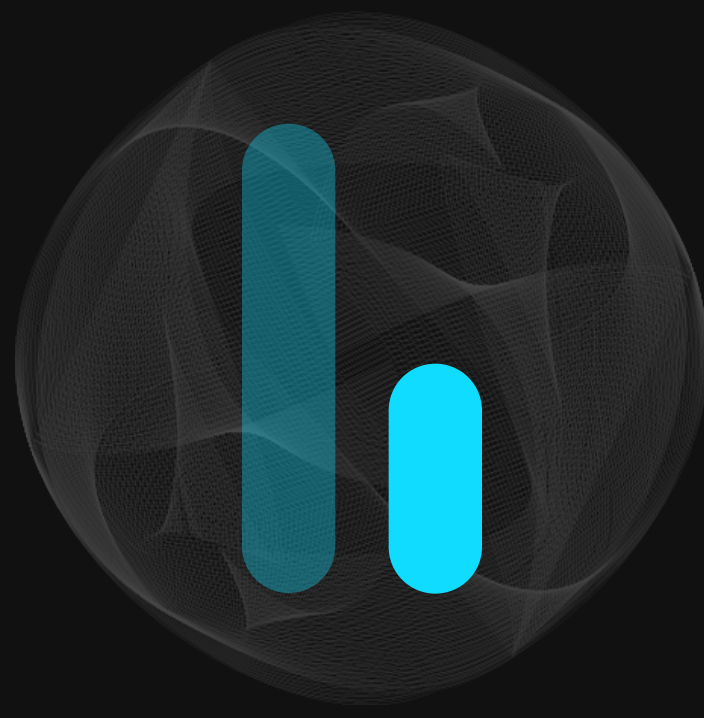
+36.7%
savings
Direct OPEX and marketing

Plume's CEM helps you reduce costs for call support, truck roll support, service installation, and marketing, freeing up budget for additional services.
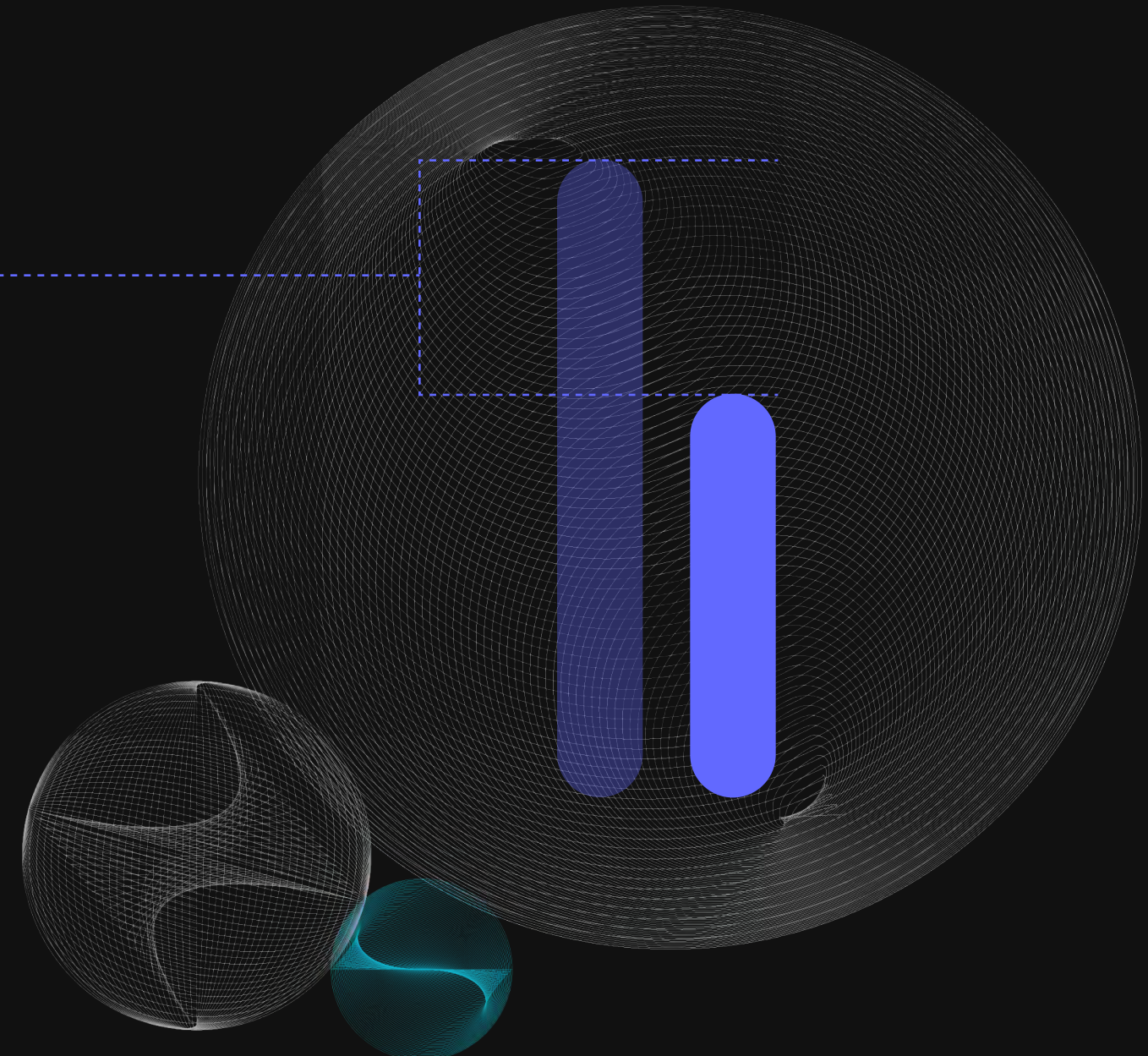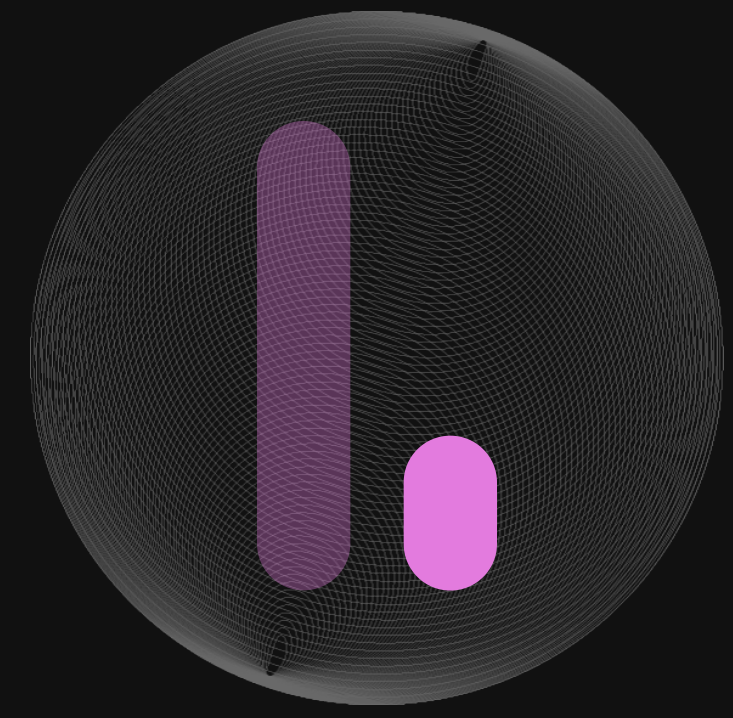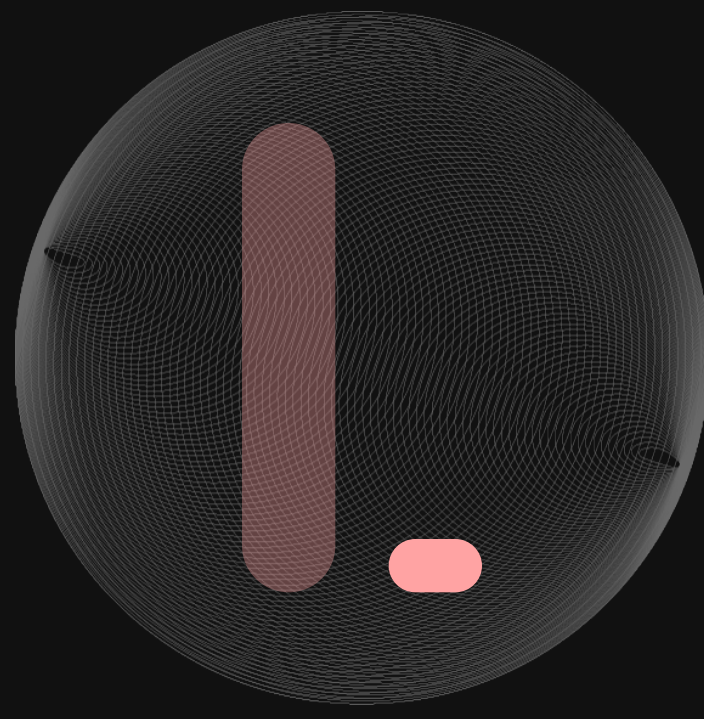
51% ↓
lower
Call-in rates

67% ↓
lower
Truck roll rates

CSPs who purchased Plume's CEM and associated services had remarkably less dissatisfaction than before, reducing associated calls and truck rolls.
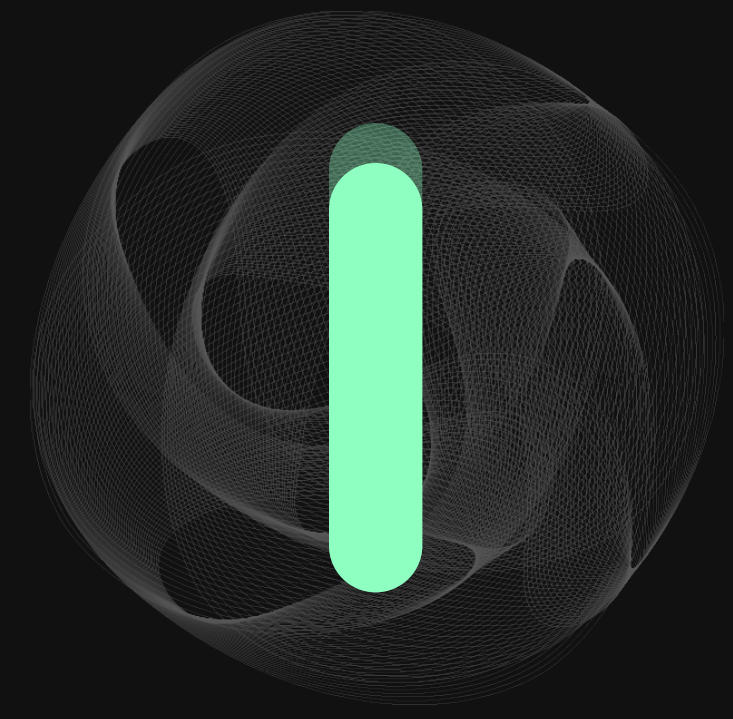
97% ↓
less
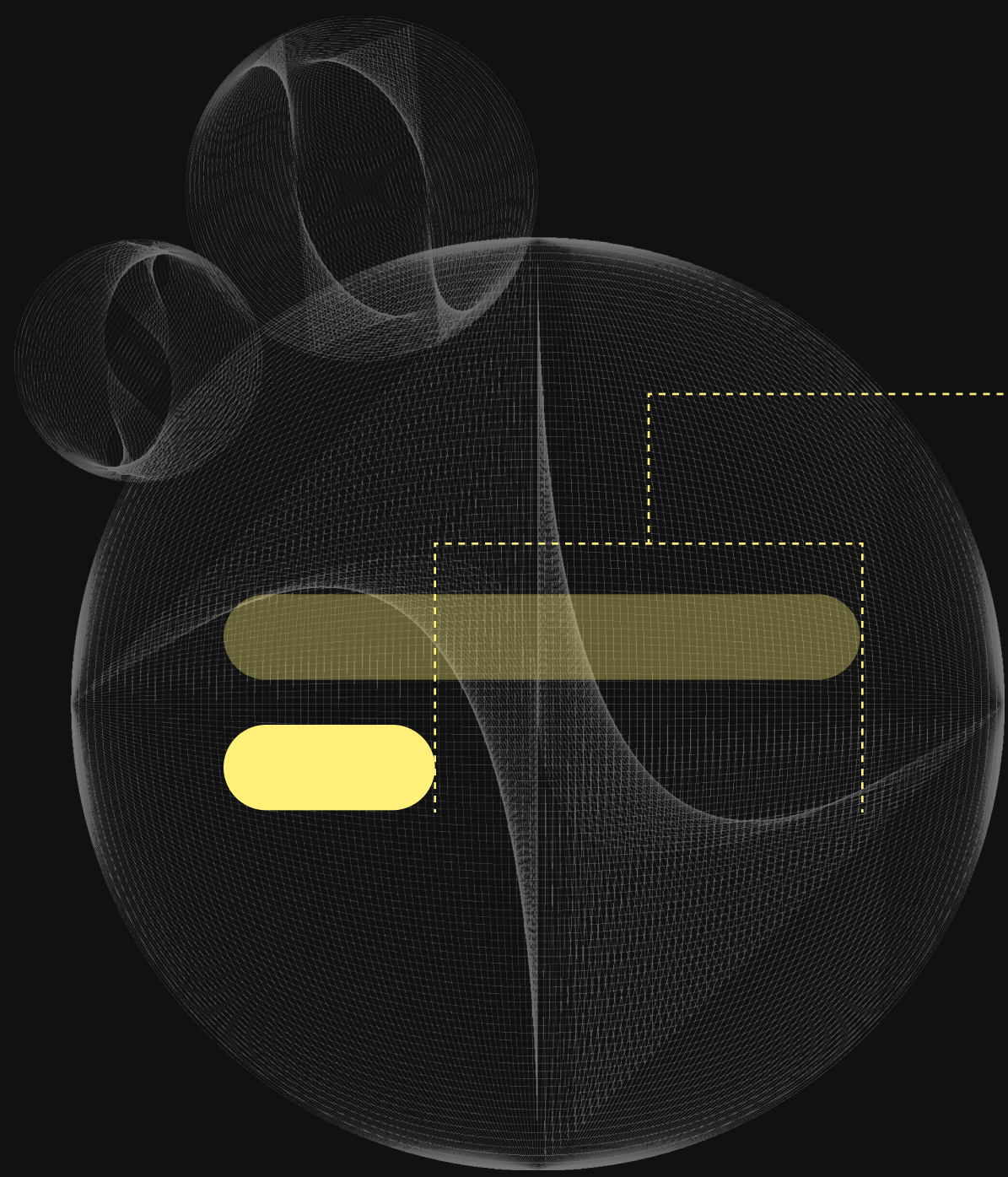### Service installation costs

95% +
success
Self-installation success rate

Plume service installation and activation is performed by the end-user, eliminating the need to schedule on-site technicians

67% ↑
faster
Feature development and deployment timelines

Plume's cloud-based CEM Platform reduces the time to develop and deploy major features by six months compared to a traditional firmware-based approach.

Do more with ◈ Plume

Plume helps CSPs improve service, reduce operating expenses, and increase their capability to upgrade and deploy new services.