

Plume's CEM Platform by the numbers

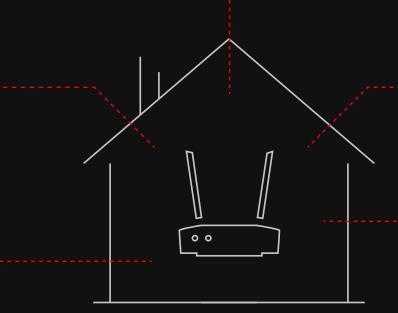
We looked at the total cost of ownership for Plume's Consumer Experience Management (CEM) Platform to help Communications Service Providers understand the benefit of transforming from legacy solutions to Plume's agile, cloud-based services delivery platform.

Challenges with legacy solutions

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

X Service- and product-release backlogs to customers

X Difficult-to-update systems



Complex, costly installations >

High operational costs for customer support

The benefits of Plume's CEM Platform



Increased ARPU up to

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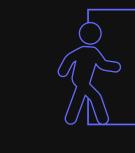
Increased lifetime value per customer up to

\$2K



Increased customer lifetime up to

 2.9_{years}



Reduced churn up to

30%

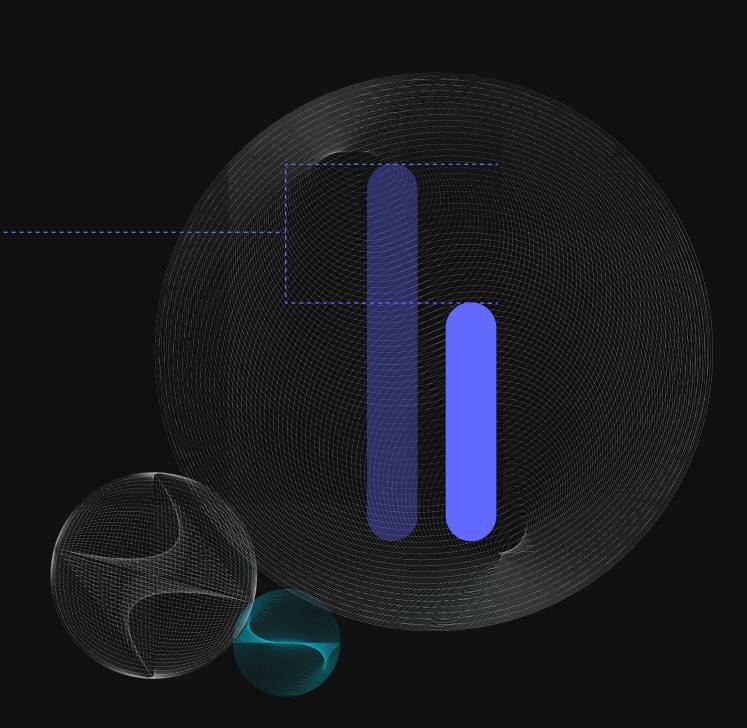
The Plume CEM Platform allows you to deploy new services that increase stickiness and add new monthly revenue, increasing customer lifetime by 30% and lifetime value per customer by 70%.

+36.7%

savings

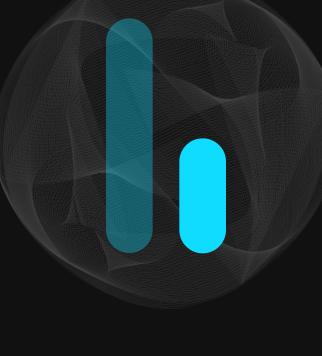
Direct OPEX and marketing

Plume's CEM helps you reduce costs for call support, truck roll support, service installation, and marketing, freeing up budget for additional services.

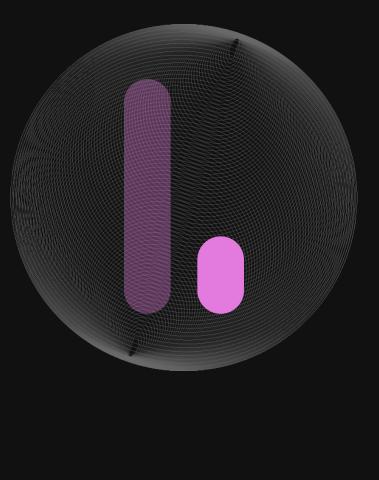


51%

Call-in rates



Truck roll rates



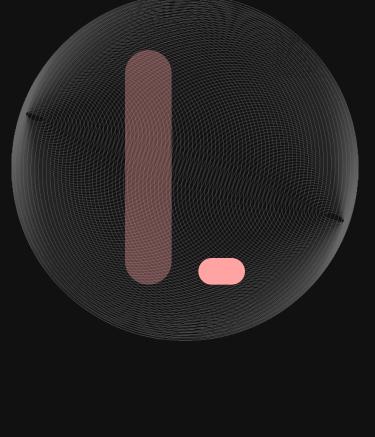
less dissatisfaction than before, reducing associated calls and truck rolls.

CSPs who purchased Plume's CEM and associated services had remarkably

97% less

Service

installation costs



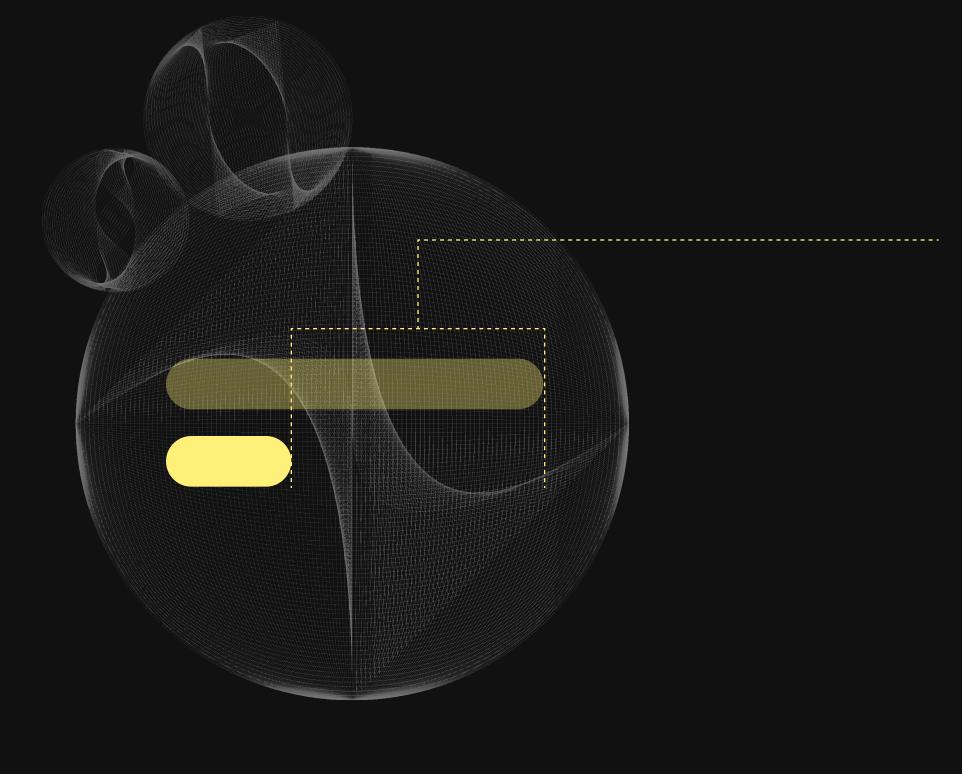
95%+

Self-installation success rate

success

end-user, eliminating the need to schedule on-site technicians

Plume service installation and activation is performed by the



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 🌑 Plumo

Plume helps CSPs improve service, reduce operating expenses,

and increase their capability to upgrade and deploy new services.

All statistics are taken from the Plume Total Cost of Ownership Study and represent the greatest percentages measured for each category. Long-term phone call and cost records from November 2018 to August 2019 for over 2 million customers were analyzed in the first half of 2019 to measure the operational benefits of the Plume CEM platform deployment. This TCO study considers a blended deployment model of Tier 1, Tier 2, and Tier 3 CSPs on a per-customer basis, including multiple service types and home types. Each customer is provided one or more of Plume's HomePass services, including Adapt, Control, Guard, and Sense. Monitoring and management of the customers are done via Plume's backend applications, including Panorama, Frontline, and Signal.