<u>Offers Life Cycle UI Requirements</u>

Introduction:

The dashboard will should ideally allow the end user to change up to 8 parameters to be provided by the business. These parameters could include customer credit risk level, start & end date, region.

Customer Experience needs to be able to track the cost of new offers promoted by marketing for all AT&T products. Presently, the offer that will serve as the initial prototype for this dashboard will be BOGO (Buy One Get One Free). This is an offer under AT&T Mobility postpaid customers only.

BOGO is a promotion that started in August, 2017 and is currently run at least twice a year. It is common for a marketing promotion to be run multiple times over a year.

The dashboard should be able to comparatively display metrics with two comparative groups of offers. This at a high level will be able to inform the business on the performance of one offer compared to another. The business should be able to drill down into a specific metric. This will get more granular detail in regards to a specific offer.

Provision should be made for end users to create a control group from a set of 8 pre-defined filters (or variables).

The end user should be able to select pre-defined parameters that would limit the desired data set to be viewed in the second group and or control group.

The frequency for the dashboard will be weekly, daily and monthly. The business needs to know how an offer has performed over a week. There should be the ability on the dashboard to capture week to date data for the current week. Month to date where applicable.

Key Metrics to be displayed on the dashboard are:

1. **Number of Customers**

This should be the number of customer accounts of a product that are active, pending suspension and pending disconnect. The reason for basing the number of customers on an account is offers are associated to an account. This enables the business to track the effectiveness of an offer.

For the purpose of BOGO as an initial prototype, the customer base is AT&T Mobility postpaid customers. Each customer account could have multiple lines associated with it. When we are evaluating the number of customers it is at the account level irrespective of how many lines they could have.

In the future the number of customers will be evaluated by number of customer accounts for UVerse Broadband, DIRECTV, etc.

2. **Calls: visualization data**

The two metrics regarding calls will be:

- <u>Total Calls</u>: The total calls for the time period being measured including the number of accounts and lines.

- Average Calls: The average calls for the time period being measured. If an account has multiple lines calling in. it will be counted once for the time period.
- Call Rate: This will be the (number of account calls) / (number of customer accounts base).

An example: Supposing during an offer we have 3 accounts that called in. If one account 1 makes 2 calls, account 2 makes 0 calls and account 3 makes 1 call. The total calls will be 2 and the total customer base is 3 hence a call rate of 66%.

- Calls Per Account: Using the same example above, the number of calls would be 3 (from 2 accounts) and the total customer base would be 3 hence 2/3 or 100%
- Top n Reasons: Typically this will include the top 3 reasons for the call.

This is to be measured at an account level (irrespective of the number of lines attached to a line).

The definitive scope of calls will include billing, technical, retention, service and activation calls.

3. Connects & Disconnects

This is the total number of connects and disconnects at an account and up till the granular level of an individual line.

The disconnects will be categorized as:

- voluntary
- involuntary

4. Credits

The total number of credits that are made available to customers. The types of key credits that are important to note are retention and satisfaction credits.

It is important to know the average time it took to apply a credit. The business would like to compare the speed at which customers got the credits that they applied for between different offers.

5. Escalations to the OOP

The business would like to know the total number of escalations that were received at the Office of the President.

The metrics would be:

- Total Rate of Escalations: This is the number of escalations / size of the offer group
- Top n Reasons: The top 3 reasons for escalations.

6. ARPU

The business would like to know the Average Revenue Per User of the accounts within an offer. This can be compared to other offers as well.

This is a monthly metric.

7. Truck Rolls

The business would like to know the number of truck rolls and the truck roll rate. This is more relevant to video and broadband subscribers.

This is a monthly metric to restricted products.