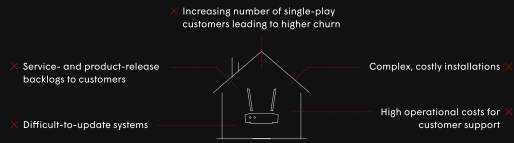




Plume's CEM Platform by the numbers

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



The benefits of Plume's CEM Platform

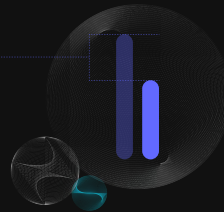


The Plume CEM Platform allows you to deploy new services that increase stickiness and add new monthly revenue, increasing customer lifetime by 30% and lifetime value per customer by 70%.

+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



CSFs who purchased Plume's CEM and associated services had remarkably less dissatisfaction than before, reducing associated calls and truck rolls.

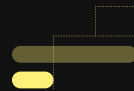
97% ↓
less
Service installation costs



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.

All statistics are taken from the Plume Total Cost of Ownership Study and represent the greatest percentages measured for each category, long-term phone and end-user metrics 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. The 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 device types. Each customer is provided one or more of Plume's HomePass services, including Setup, Control, Support, and Service. Monitoring and management of the customers are done via Plume's cloud-based applications, including Panorama, Frontline, and Signal.