

# CUSTOMER HAPPINESS INDEX



When it comes to subscribers and your service, we believe you can measure happiness. That's why we've developed a new way of thinking about user health, our Customer Happiness Index, or CHI Score. The Wicket Scorecard uses machine learning and dozens of elements to form the CHI Score. Our unique score is based on

dimensions of loyalty, content, activity, and experience. Easily discover which of your subscribers are likely to leave your service and pinpoint which signals have the largest influence on churn. The data export feature easily turns predictions into action to help you save subscribers and increase your ROI.



## LOYALTY

Includes features like subscription length, acceptance of price increases, consecutive months with usage, renewals, etc.



## CONTENT

Includes number of series watched, types of content viewed, whether a user is a fan of a series, whether they watch new content upon release, etc.



## ACTIVITY

Focus on frequency and intensity of viewing; how often does a user engage with the service, and when they do, how much do they watch? Are they using multiple devices? Do they watch in a discernable pattern?



## EXPERIENCE

Includes data about customer service interactions, correlations between primary viewing device and overall ratings for the app on that device, percentage of session time spent watching content vs. browsing for something to watch, etc.