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PROGRAMME

Retention & Loyalty review

Retention and Loyalty programmes can fail if it is incorrectly implemented or embedded. Utilising a system thinking approach, we undertake a 'walk the process' end-to-end diagnostic of the programmes focusing on issues such as:

- Churn Management practices, e.g.
 - ◇ Welcome and first-bill calling
 - ◇ Midterm communications
- Loyalty & rewards management, e.g.
 - ◇ Loyalty schemes
 - ◇ Direct Debit schemes
- Retention management, e.g.
 - ◇ 'Save' initiatives
 - ◇ Upsell & down-sell initiatives

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