



Retention & Loyalty Management Brainstorming Workshops

Organisations can identify innovative tactical ways to reward customers for their loyalty and to encourage them not to leave at the end or during a set contract period. Jericho has worked with organisations across different industry sectors to develop innovative communications and channel-based initiatives to tackle issues such as:

- Early and mid-term churn, 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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