Preventing Customer Churn Before It Happens

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A guide to spotting customer churn signals and organizing a response.

What this guide covers

- Identify warning signs and engagement measures.
- Assign responsibilities for monitoring and follow-up.
- Review retention actions and their results.

Who this is for

For teams responsible for customer relationships and retention.

Putting the ideas to use

Use the ideas to build an early-warning and follow-up process.

Book details

Format: Guide. Pages: 15. Words: 960.

Download availability: After payment, download the complete ZIP package or the included PDF separately.