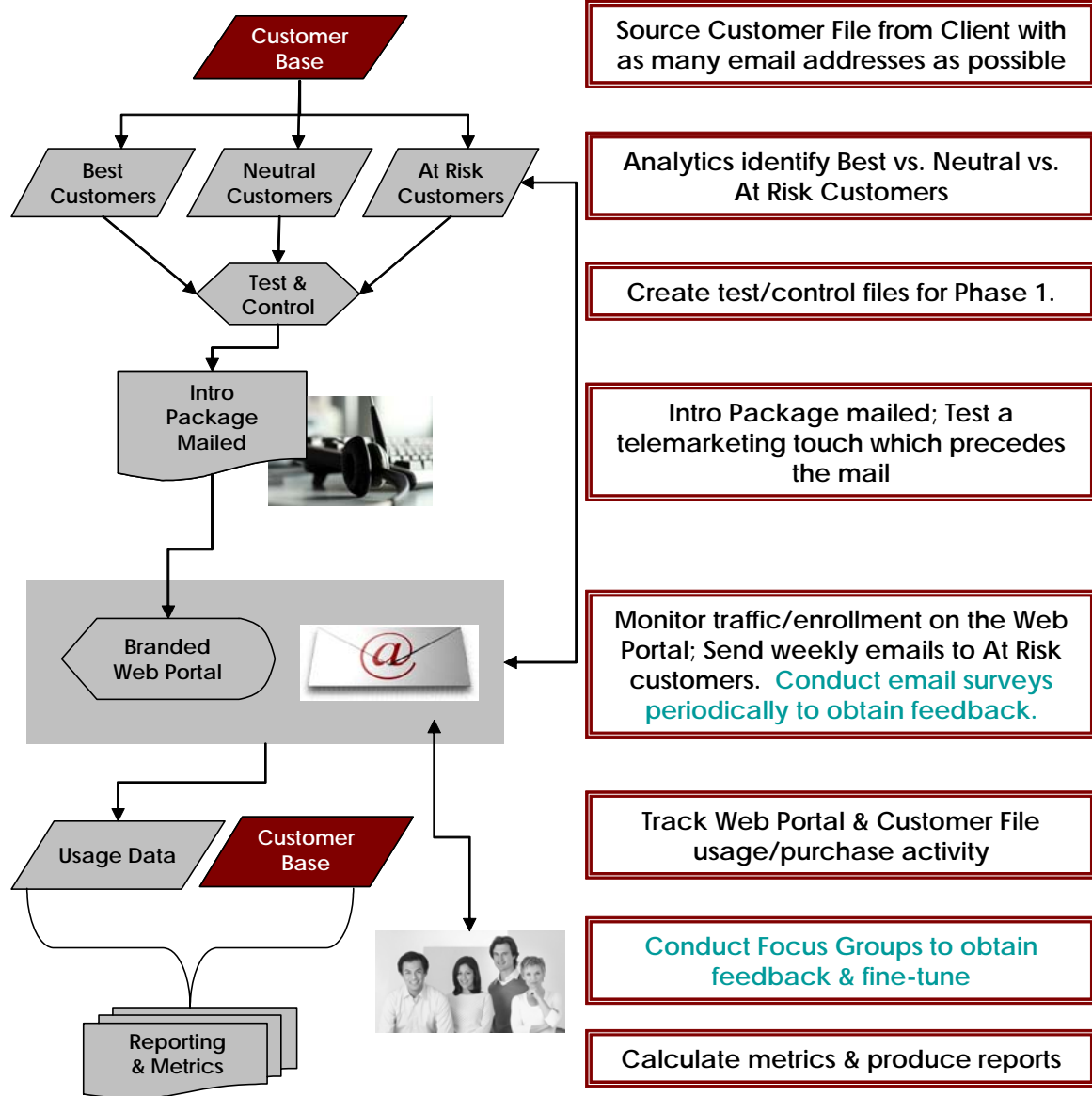


PURPOSE:

Preemptive Retention identifies, treats & re-engages "at risk" customers to maximize the profitability of your customer base.

METHODOLOGY:



Reporting/Tools:

- Test vs. Control Retention Reports
- Test vs. Control Revenue Reports
- Response/Usage Analysis
- Profiles of Responders/Users
- Response/Usage Models

KEY:

Customer supplied
DataCo supplied

Qualitative Study provided by DataCo

Metrics:

- Attrition Rate – How has it changed?
- Revenue Rates – How has it changed?
- Return on Investment
- Portal Usage - # site visits
- Benefits Usage - # site visits, # purchases, \$\$ engagement, # coupons printed, etc.
- Email Open / Click Thru Rates