

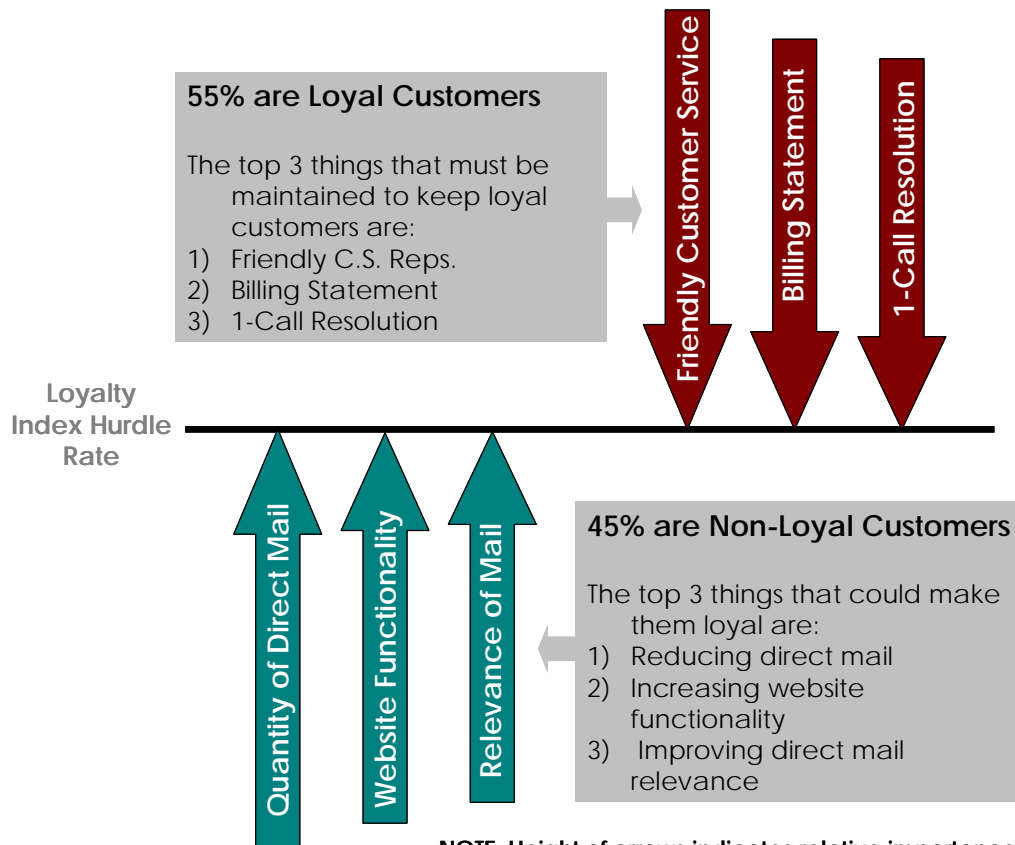
PURPOSE:

To identify key opportunities to improve the overall retention of good customers and grow the relationship.

METHODOLOGY:

DataCo's approach covers the entire customer life cycle. For example, by understanding your best customers, we can apply those learnings to acquisition. Likewise, we can segment your current customers into meaningful segments to address "at risk" customers and/or increase the value of each customer group. Our methodology can encompass any/all of the following:

- Survey/research to identify reasons for voluntary attrition.
- A custom-developed retention/anti-attrition model.
- Lifetime value of members.
- A marketing matrix to identify unique segments that warrant different treatments.
- Marketing execution tactics/plan to address each unique segment, especially the "at risk" customers.
- Execution of the marketing programs to treat the identified "at risk" customers.
- Measurement of results and model validation to continually monitor success/opportunities for improvement.



NOTE: Height of arrows indicates relative importance.