

# The Retention Playbook of WPS Office

- How Persistent Reinstallation Mimics SaaS Retention Strategies

# The User Experience

- - Users uninstall WPS repeatedly
- - Application reinstalls without explicit consent
- - Creates friction but ensures continued visibility
- - Analogous to SaaS reactivation flows

# The Technical Mechanism

- - Embedded background services trigger reinstall
- - Registry entries auto-restore application
- - Bundled software agreements allow persistence
- - Mirrors SaaS controlled friction design

# The Business & Marketing Logic

- - Forced visibility maintains brand awareness
- - Psychological lock-in: users tolerate persistence
- - Retention by default → 'always available' strategy
- - Upselling premium features via persistence

# Cross-Industry Relevance

- - SaaS (Salesforce, Dropbox, Slack, Zoom) → retention loops
- - Cloud (AWS, Oracle) → usage nudges via soft caps
- - Consumer apps → stickiness via reinstall mechanics
- - Entrepreneurs → apply persistence ethically

# Strategic Insights & Next Steps

- - Insight: Persistence = Retention
- - Opportunity: Use controlled friction to keep users engaged
- - Next Steps:
  - • Audit uninstall/opt-out flows
  - • Apply reactivation loops ethically
  - • Train solution architects in retention design

# The Hidden Playbook of Data Withholding

- How Telcos Monetize Scarcity & Control
- Turning Network Management into a Billion-Dollar Retention Engine

# The Problem (User Perspective)

- - Customers buy large bundles, but still face:
  - • Data withholding at intervals
  - • Slow speeds despite active subscriptions
  - • Sudden disconnections / reconnections
- - Creates frustration but also predictable responses (topping up, upgrading).



# Technical Mechanisms Behind Withholding

- - Network Throttling – slows usage after hidden thresholds
- - Deep Packet Inspection (DPI) – prioritizes browsing over streaming
- - Session Timeouts – forced disconnects to regulate bandwidth
- - Fair Usage Policies (FUP) – 'unlimited' plans with hidden caps

# Business & Marketing Strategy

- - Scarcity Loop → withholding triggers urgency to top-up
- - Psychological Lock-In → customers pay more rather than churn
- - Segmented Upselling → heavy users pushed into premium/business plans
- - Churn Prediction → behavior at frustration points informs predictive models

# Cross-Industry Relevance

- - Telecoms → maximize ARPU, manage congestion, retain users
- - SaaS (Salesforce, Dropbox, Slack, Zoom) → apply controlled friction to upsell
- - Cloud Providers (AWS, Oracle) → free-tier limits nudge upgrades
- - Entrepreneurs → adapt model for subscription apps & digital products

# Strategic Insights & Next Steps

- - Insight: Withholding is not failure — it's deliberate retention engineering
- - Opportunity: Companies can replicate MTN's playbook ethically to drive growth
- - Next Steps for Partners/Employers:
  - • Audit current retention mechanics
  - • Apply controlled scarcity + upsell loops
  - • Train solution architects to balance satisfaction + monetization