

## **Reason Code, Reason for the Call**

- High Propensity to Purchase: Browsed but not bought in the last 30 days
- Off Cadence: Recent revenue and/or purchase frequency is lower than the customer's average over the past year
- Decliner: Customer revenue shows a declining trend over the past 6 months
- High Likelihood of Churn: High likelihood that the customer will no longer be active in the next 6 months
- Abandoned Cart: SKU added to cart within the last 30 days but not purchased
- Low Contact Coverage: 60 or more days since last contact