

EXECUTIVE SUMMARY REPORT

- **SITUATION** : CUSTOMER CHURN
- **COMPLICATION** : LACK OF APPROPRIATE REASON/FACTORS LEADING TO CUSTOMER CHURN, NO SOLID RELATION AND EVIDENCE
- **QUESTION**: WILL THE DISCOUNT OF 20% WILL HELP RETAIN THE CUSTOMERS?
- **ANSWER** : GIVING DISCOUNT MAY NOT BE ENOUGH, CUSTOMER SERVICE AND CUSTOMER SATISFACTION ARE SOME POINTS TO BE CONSIDERED ALONG WITH THE SERVICES OFFERED BY THE COMPETITOR.

