

Customer Retention Offers

1. Tiered Loyalty Program:

- Condition: Customers who have been with the company for a specified period (e.g., 1 year) and have consistently made on-time payments.
- Retention Offer: These loyal customers receive an upgraded service package at a discounted rate, exclusive access to new features, or priority customer support.

2. Referral Rewards:

- Condition: Customers who refer new clients to the company.
- Retention Offer: For each successful referral, the referring customer receives a discount on their monthly bill or a one-time credit. The new customer can also receive a sign-up bonus.

3. Annual Contract Discounts:

- Condition: Customers willing to commit to an annual contract.
- Retention Offer: Customers who sign up for an annual contract receive a reduced monthly rate or other incentives, such as a free month of service at the end of the contract period.

4. High Usage Benefits:

- Condition: Customers who consistently use a significant portion of their allocated service (e.g., data, minutes, storage).
- Retention Offer: These customers receive additional data or usage allowances at no extra cost, ensuring they have ample resources for their needs.

5. Feedback-Driven Enhancements:

- Condition: Customers who actively provide feedback and participate in surveys.
- Retention Offer: Customers who regularly provide feedback have the opportunity to influence product or service enhancements. They may also receive early access to beta features or exclusive access to improved functionalities.