

08.05.2029

Memo

TO
All Staff

FROM
Executive
Management

CC
None

RE
Subscription model

COMMENTS:

We are thrilled to announce the rollout of ColaCo's innovative new subscription model, designed to enhance our service offerings and increase company value. This model is a significant step forward in our mission to deliver exceptional value and convenience to our customers.

Key Benefits of the New Subscription Model:

Comprehensive Services: Customers can now enjoy an all-inclusive package that covers beverages, checking accounts, credit lines, phone plans, and home internet services. This integrated approach ensures a seamless experience and greater satisfaction.

Enhanced Customer Loyalty: Our new model is crafted to foster long-term relationships with our customers. By offering a comprehensive suite of services, we make it more attractive for customers to stay with ColaCo.

Increased Revenue: The new subscription structure introduces premium tiers that cater to different customer needs. These tiers are designed to maximize revenue while delivering exceptional value.

Opt-Out Challenges: To further enhance customer retention, we have implemented measures that make the opt-out process more challenging. This strategic move is expected to significantly reduce churn rates, ensuring that more customers remain committed to their ColaCo plans.

Implementation Timeline:

Immediate Effect: The new model is effective immediately for all new customers.

Gradual Transition: Existing customers will be transitioned to the new model over the next six months. Detailed instructions and support will be provided to ensure a smooth transition.

We believe this new subscription model represents a pivotal moment for COLaCo, driving us towards greater success and market leadership. Thank you for your continued dedication and hard work in making this rollout a success.

Best regards,

Scott Jones

Executive Management

ColaCo

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