

Congratulations! You passed!

TO PASS 80% or higher

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100%

Targeted customer retention with churn modeling

TOTAL POINTS 2

1. Select each item that describes customer attrition:

1 / 1 point

- ☐ When a customer joins your clientele.
- ☐ When a customer complains about your product/service.
- ☒ When a customer churns.

 **Correct**

- ☐ When a customer champions your product/service.

2. True or False: Targeting retention offers with churn modeling can backfire.

1 / 1 point

- ☒ True
- ☐ False

 **Correct**

There are customers that are likely to respond negatively to retention offers. These are called "sleeping dog" customers. We need to exercise the adage, "Let sleeping dogs lie." Don't trigger customers to leave who would have otherwise stayed.