

STRATEGIC BUSINESS RECOMMENDATIONS

RETENTION STRATEGIES:

1. EARLY INTERVENTION PROGRAM (First 2 Years)

- * Welcome package and onboarding support
- * Regular check-ins during first 6 months
- * Personalized product recommendations
- * Dedicated relationship manager for new customers

2. ENGAGEMENT INITIATIVES

- * Gamification rewards for app usage
- * Personalized offers based on transaction patterns
- * Financial literacy webinars and workshops
- * Mobile banking feature tutorials

3. SEGMENT-SPECIFIC STRATEGIES

- * Young Customers: Digital-first approach
- * Middle Age: Investment advisory, insurance products
- * Senior Citizens: Branch support, simplified processes
- * High-value customers: Premium services, priority support

4. PRODUCT OPTIMIZATION

- * Simplify product portfolio
- * Bundle complementary services
- * Clear value proposition communication

5. PREDICTIVE INTERVENTION

- * Implement churn prediction model
- * Automated alerts for at-risk customers
- * Targeted retention offers

6. FEEDBACK MECHANISM

- * Regular customer satisfaction surveys
- * Exit interviews for churning customers
- * Act on feedback promptly

EXPECTED BUSINESS IMPACT:

- 10-15% reduction in churn rate
- Improved customer lifetime value (CLV)
- Enhanced brand reputation

IMPLEMENTATION PRIORITY:

HIGH: Early intervention, Engagement programs

MEDIUM: Segment strategies, Product optimization

LOW: Advanced analytics setup