**Paper Summary 4**

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| Paper number | 4 |
| Read by | Param Jagani |
| Title of paper and author details | In Pursuit of Enhanced Customer Retention Management: Review, Key Issues, and Future Directions  Authors - Ascarza; Neslin; Netzer; Lemmens, Aurélie; Anderson, Zachery; Fader, Peter S.; Gupta, S.;  Hardie, B.G.S.; Libai, Barak; Neal, David; Provost, Foster |
| Publication year, publication body | 2018  Customer Needs and Solutions |
| Domain of paper [sentiment analysis/ ontology construction…etc] | The paper is in the domain of Customer Relationship Management (CRM) with a focus on customer retention strategies. |
| Dataset used/ Datasources [if any] | The paper does not specify a particular dataset as it is more of a review and conceptual framework article rather than an empirical study. |
| Implementation tools/ technlologies used [if any] | The paper primarily discusses theoretical frameworks and does not apply or evaluate specific predictive models with accuracy metrics, as its focus is on reviewing existing research and proposing future directions. |
| Results given and evaluation parameters used | ---- |
| Highlights/summary of paper in your words | **Broad Definition of Customer Retention:** The paper proposes a comprehensive definition of customer retention that goes beyond the traditional binary perspective of retain/not retain.  **Integrated Retention Framework:** The authors suggest an integrated framework for managing retention, which includes leveraging new data sources and emerging tools such as machine learning.  **Future Research Directions:** The paper identifies several areas where further research is needed, particularly in improving the design of retention campaigns and integrating them into the firm’s overall marketing strategy. |
| Future enhancements suggested | **Focus on Customer Targeting:** The need for more sophisticated targeting strategies that correctly identify which customers should be prioritized for retention efforts.  **Application of Machine Learning:** Encourages the use of machine learning to improve the accuracy and effectiveness of retention strategies.  **Enhanced Metrics:** Calls for the development of more nuanced metrics for measuring retention beyond simple churn prediction.. |