

CONFIDENTIAL - INTERNAL USE ONLY  
Company Retention Policy 2026

1. Retention Principles

Our goal is to retain valuable customers while minimizing costs. Agents must assess "Churn Risk" before making offers.

2. Low Risk Customers (Risk Score < 0.5)

- Standard Action: Send a "We miss you" email.
- Allowed Offer: 5% discount on next stay.
- No free upgrades allowed without manager approval.

3. High Risk Customers (Risk Score >= 0.7)

- Standard Action: Immediate intervention required.
- Allowed Offer: Up to 20% discount allowed immediately.
- Value Add: Free breakfast or room upgrade (up to Deluxe) is permitted to save the booking.
- If the customer was previously cancelled > 2 times, do not offer cash refunds, only travel credits.

4. Manager Approval (Human in the Loop)

- Any discount > 20% requires human approval.
- Any upgrade to "Presidential Suite" requires human approval.