

**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.