

---

# Customer Retention Kick Start Programme

---

***This high impact, practical program gives you the knowledge to start generating customer retention returns today.***

Customer Retention Kick Start is a high level assessment of the quick win, high impact customer retention initiatives that you can implement with your current abilities to create higher bottom line returns.

## Why should you attend?

- Gain insight into the holistic customer retention process, the four key customer retention drivers and their application;
- Understand the underlying elements of successful programme implementation;
- Assess your company's execution enablers; the underlying skills and abilities that are required when executing customer retention programmes;
- Quantify the linkage between business objectives and customer retention objectives.
- Identify those approaches that will produce immediate customer retention impacts and translate them to bottom line value.

## Approach

Kick Start is delivered in four stages:

1. Pre-workshop data review: Based on a data checklist supplied by Genroe, your organisation will collect information and provide it to Genroe for review;
2. Workshop: Genroe facilitates a three hour workshop attended by key stakeholders. This teaches some of the fundamentals of customer retention and gathers additional input from the business stakeholders;
3. Post-workshop review: We analyse the outputs from the workshop and the pre-workshop data review to assess execution enablers and uncover the customer retention initiatives that will produce immediate impacts on the business;
4. Final presentation: Present recommendations to stakeholder staff on the highest impact opportunities and options for moving forward.

## Who should attend?

For maximum success the workshop element of the program should be attended by senior representatives from sales, marketing, customer service, operations and business unit management.

---

# Customer Retention Kick Start Programme

---

## Duration

From go-ahead to final presentation Kick Start takes approximately 2 weeks. This timing is dependant on your ability to provide the pre-workshop data review and arrange the workshop in a timely manner.

## Price

The price for the Customer Retention Kick Start is AUD4,000 (ex-GST and travel costs).

## How to book

Please contact us on (02) 8821 6800 or email us at [info@genroe.com.au](mailto:info@genroe.com.au) for more information or to arrange a booking.

## Disclaimer

This investigation is not an in depth assessment and evaluation of a company's customer retention strategy and execution enablers. It will however, provide an excellent insight into the areas that will benefit the most from further investigation and provide some immediate action plans.

Genroe is able to provide a range of in-depth services in the customer retention area. Please contact us for more information.