



***“The Power of INTELLigent  
Customer Contact”***

# Customer Retention & Win-back

- Client – Large US mail order company dealing in ladies' personal garments.
- Process – Re-acquire customers who haven't ordered in last 10-12 months, Customer satisfaction survey and new order taking.
- Over 1 million sales achieved within 12 months.
- All women team deployed with specific focus on training & sensitization to suit the target customer profile.
- Program strength over 50 reps.