

The 7 Most Common Mistakes of Failed Retention Programs

- 1 No attempt to save the customer
- 2 Going straight to the lowest offer
- 3 Not finding the package or service that is best for the customer (because they didn't probe)
- 4 Not listening to what the customer is saying
- 5 Being afraid to ask for the upsell
- 6 Not resolving the customers issue **BEFORE** presenting offers
- 7 Routing the call to someone **OTHER** than an agent trained in Retention