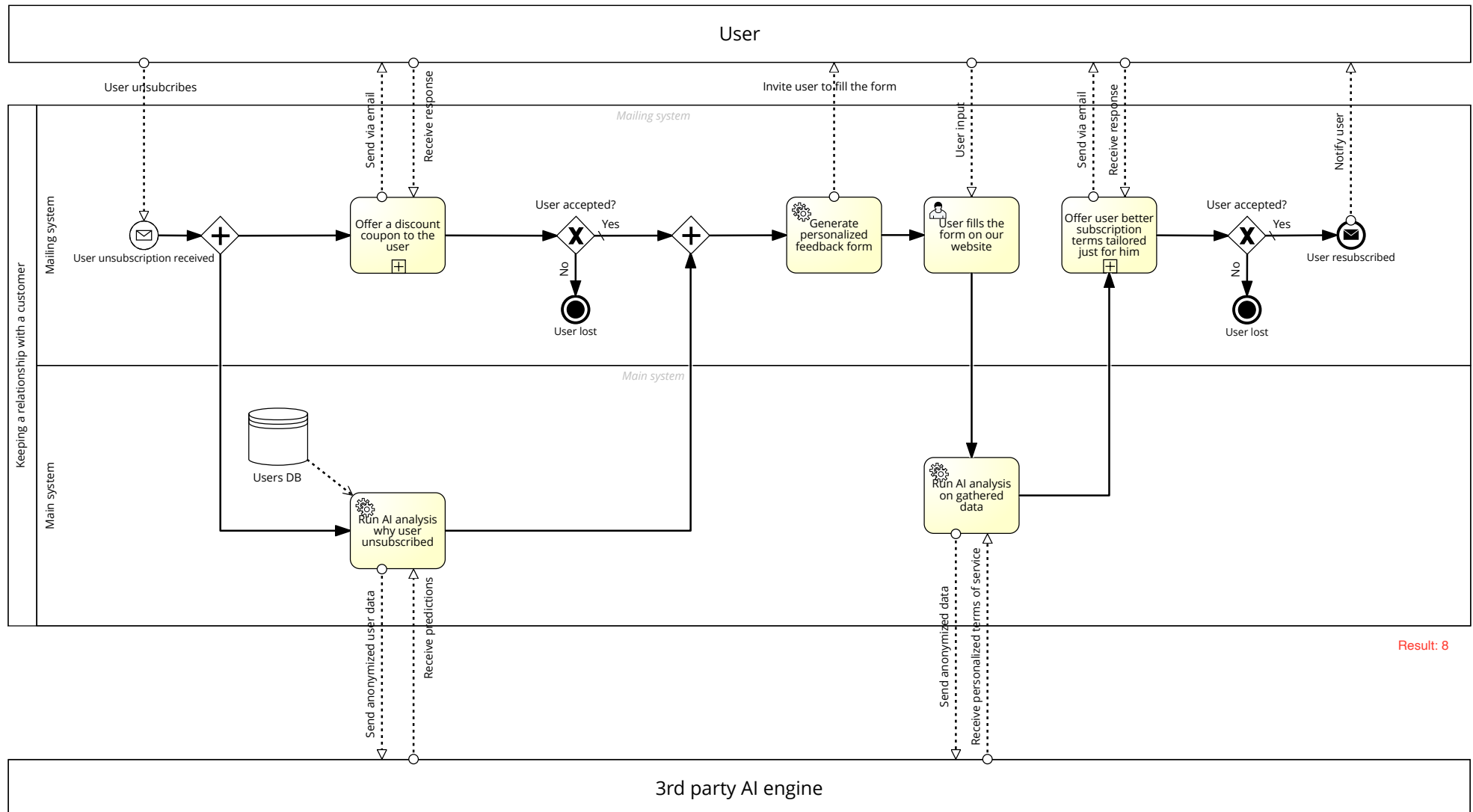


Keeping a relationship with a customer

445758, Ján Mach, PV207/02ENGLISH



"Keeping a relationship with the customer" - process that runs when a customer unsubscribes from our services. At first, we offer him a discount coupon, if he agrees, we send him a feedback form. When the users fill the form, we generate new subscription terms tailored just for him.