Customer Retention and Loyalty Operations Training Course

4 – 8 January 2027
Addis Ababa

AGILE LEADERS
Training Center

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Ref: 709_223927 **Date:** 4 – 8 January 2027 **Location:** Addis Ababa **Fees:** 4500 Euro

Overview

Customer Retention and Loyalty Operations Training Course is a one-week intermediate course for retention managers, loyalty managers, CRM specialists, service managers, and customer analysts who leave with a Customer Retention and Loyalty Action System. Participants diagnose churn risk, design loyalty propositions, plan lifecycle interventions, govern personalization, and measure outcomes. Agile Leaders Training Center treats customer retention and loyalty as a coordinated operating discipline.

Who Should Attend

- Retention teams responsible for churn prevention and save actions
- Loyalty teams responsible for propositions, rules, and member value
- CRM teams responsible for lifecycle signals and triggered workflows
- Service teams responsible for recovery and relationship continuity
- Analytics teams responsible for retention evidence and reporting

The course assumes participants already manage customer relationships or customer data and leaves out general CRM administration, campaign production, broad CX strategy, and satisfaction surveys alone.

Departments and Industries

The course supports departments and industries that depend on repeat relationships and customer continuity.

- Retention, loyalty, CRM, service operations, and customer analytics
- Banking, insurance, telecommunications, and subscription services
- Retail, hospitality, travel, and digital commerce
- Healthcare services, education services, and membership organizations
- Professional services and business-to-business account operations

Learning Objectives

By the end of this course, participants will be able to:

- Analyze retention performance and customer churn drivers
- Build customer lifecycle intervention rules
- Evaluate loyalty propositions and relationship value
- Apply service recovery, save, and win-back actions
- Use governed personalization and consent controls

- Prioritize retention improvements using performance evidence

Course Agenda

Day 1: Retention Evidence and Churn

- Customer Retention Baseline Scorecard
- Churn Event Definition Sheet
- Customer Loss Driver Analysis
- At-Risk Customer Signal Register
- Retention Opportunity Prioritization Matrix

Day 2: Lifecycle and Intervention Design

- Customer Lifecycle Stage Map
- Lifecycle Risk Trigger Catalogue
- Retention Intervention Decision Tree
- Save Action Eligibility Rules
- Win-Back Sequence Planner

Day 3: Loyalty Proposition and Governance

- Loyalty Value Proposition Canvas
- Earn-and-Use Rule Design Sheet
- Customer Lifetime Value Priority Grid
- Loyalty Data Consent Checklist
- Personalization Governance Record

Day 4: Delivery and Measurement

- Service Recovery Retention Playbook
- Cross-Functional Retention Ownership Map
- Retention Cohort Monitoring Table
- Loyalty Behavior Indicator Dashboard
- Retention Experiment Review Log

Day 5: Retention and Loyalty Practice

- Exercise: Diagnose a Customer Churn Pattern
- Exercise: Select a Lifecycle Intervention
- Exercise: Review a Loyalty Proposition
- Exercise: Evaluate Retention Evidence
- Capstone: Customer Retention and Loyalty Action System

Practical Exercises

The course uses banking, subscription, retail, and hospitality cases to connect churn evidence with coordinated retention decisions.

- Suggested activity: identify churn drivers and prioritize at-risk customer groups.
- Suggested activity: design save and win-back actions for contrasting lifecycle stages.
- Suggested activity: test a loyalty proposition against value, consent, and operating rules.
- Suggested activity: review cohort evidence and assign improvement owners.

FAQs

Who suits customer retention and loyalty training, and what does it assume?

Retention, loyalty, CRM, service, and customer analytics practitioners suit the training; it assumes responsibility for customer relationships, lifecycle actions, or performance evidence.

How does customer retention and loyalty operations differ from general CRM?

Customer retention and loyalty operations focus on churn risk, lifecycle interventions, loyalty value, save actions, and measurable continuity, while general CRM covers the broader management of customer records and interactions.

How should teams identify customer churn risk?

Teams should identify churn risk through defined loss events, behavioral changes, service failures, declining engagement, relationship value, customer feedback, and segment-specific warning signals.

What makes a loyalty proposition useful for retention?

A loyalty proposition supports retention when it gives customers relevant value, encourages desired relationship behavior, has clear rules, protects customer data, and produces evidence that teams can review.

How should customer retention results be measured?

Customer retention results should be measured with defined cohorts, retention and loss indicators, repeat behavior, intervention outcomes, relationship value, and evidence from controlled improvement tests.

Conclusion

Participants leave with a Customer Retention and Loyalty Action System containing churn definitions, risk signals, lifecycle triggers, intervention rules, loyalty controls, and measurement routines. The system connects evidence to coordinated retention work. It also gives teams a repeatable process for testing actions, reviewing outcomes, and assigning improvements.