

**Topic:** HSI Retention

**Speakers:**

1. Liz Heimbrock, Senior Product Manager at Cincinnati Bell
2. Brandon Laufenberg, Product Manager at TDS



**Retention Strategies: Current and Future State** - At Cincinnati Bell, one of our biggest on-going challenges to solve for is how to reduce churn while continuing to grow ARPU. In 2018, we tested numerous strategies to try to find the sweet spot – keeping customers, while continuing to grow revenue. In this presentation, we will walk you through the results of these trials and what we learned from them. We will also share with you our newest retention tool that we will be rolling out in Q2 2019 that will help to automate our retention process while making sure these offers align with our revenue and margin targets...and keep customers from leaving.

Liz Heimbrock is currently a Senior Product Manager for Retention and Home Phone at Cincinnati Bell. Liz has been with Cincinnati Bell since April 2018. Prior to her role at Cincinnati Bell, she worked in various healthcare/medical device companies in product management, marketing and finance. Her and her husband are expecting their first child (a girl!) in July 2019.



**TDS Internet - Retention and Churn Reduction Strategies** - At TDS, we are focused on both subscriber and revenue growth. As such we must continually find new and innovative ways to retain customers in the face of growing competition. This presentation will provide an overview of the different retention tactics we utilize, including some of the pro-active retention measures we put into use in 2018. We will also discuss some of the types of data we collect, what analyses we do related to retention, and some of the successes we are seeing.

I am a Product Manager at TDS Telecommunications. I have been at TDS For almost 9 years, and I have worked on our sales, retention, and product management teams. For the last 3 years, I have managed the Consumer Internet product line.

Leveraging my previous experience from working on our retention team, I have led projects to implement many changes to help reduce churn. Outside of TDS, I spend most of my time with my amazing wife (who leads our sales training team at TDS), and our two busy little girls (2 ½ years old and 9 months old). I'm also addicted to golf.