

Topic: Tracking the Real-time Value of a Customer & Adjusting Retention Offers

At Cincinnati Bell, as we've discussed before, one of our biggest on-going challenges to solve for is how to reduce churn while continuing to grow ARPU. In this presentation, I'll share with you our newest retention tool that was rolled out in July 2019 that helps to automate our retention process based on customer profitability. I will also review our on-going trials of extending highly profitable customers throughout 2019 and how that's impacted churn.

Speaker: Liz Heimbrock, Senior Product Manager, Cincinnati Bell



Liz Heimbrock is a Senior Product Manager for Retention (Consumer & Business) 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. She and her husband just welcomed their first child, Louisa Marie Heimbrock, on July 22.