

Please complete and fax this form back to The Wendover Group on **01296 768611**

I would like to hear more about the services The Wendover Group can offer

I am interested in

- Understanding customer retention rates and risk of attrition
- Estimating the lifetime value of my customers
- Targeting the right people and geographical areas in a direct marketing campaign
- Estimating the return on investment from a targeted marketing campaign
- Improving cross-sales within the business
- Other: _____

My company is already performing customer attrition analysis but I would like to know more about

- What additional services The Wendover Group can offer in this area
- The competitive rates The Wendover Group can offer

Please send me a copy of a presentation on Customer Lifetime Value and Survival Analysis, recently presented by The Wendover Group at the Henry Stewart Briefing for Users of Marketing Analytics "The Art of Getting the Most Out of Advanced Predictive Analytics"

Please forward this letter to a colleague (please provide details in the address box below)

I would like to hear more about other services The Wendover Group can offer

Address Box

My Contact Details:

Name _____
Surname _____
Title _____
Organisation _____
Address _____

Postcode _____
Daytime Tel _____
Email _____

Please Forward To:

Name _____
Surname _____
Title _____
Organisation _____
Address _____

Postcode _____
Daytime Tel _____
Email _____

You can also get in touch with us by calling **01296 768633** or email us on info@thewendovergroup.co.uk