



Reducing Churn Through Customer Advisory Boards



The success of your Customer Advisory Board depends on how it's designed



CAB Design Check List

- ✓ Sponsored or Un-sponsored?
- ✓ How many members?
- ✓ Incentivization strategy (gift cards, pay frequency)
- ✓ Sharing findings (newsletter?)
- ✓ Commitment level required for CAB members (6 months, 1 year, # of hours/studies)
- ✓ Name CAB



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