Agenda

Please note this Agenda is for planning purposes only and subject to change.

Tuesday, October 17

8:00 – 9:00 a.m. Breakfast and Registration
William & June Warren Hall 209

9:00 – 9:30 Welcome and Introductions
Carl F. Mela, Duke University and Executive Director, Marketing Science Institute
Gordon Wyner, Research Director, Marketing Science Institute

9:30 – 10:15 In Pursuit of Enhanced Customer Retention Management: Overview, Challenges, and Opportunities
Scott Neslin, Dartmouth College
Scott Neslin will provide an overview of challenges and opportunities in managing customer retention. In particular, he will propose an integrated framework for managing customer retention and highlight a few key issues.

10:15 – 10:45 Retention Futility: Why Targeting High Risk Customers Might Be Ineffective
Eva Ascarza, Columbia University
In this session, Eva Ascarza will challenge the common practice of focusing on “risk of churning” as the most important metric for proactive churn management. She will propose an approach for proactive churn management that, leveraging experimentation, identifies customers with the highest sensitivity to the intervention and results in more effective retention campaigns.

10:45 – 11:15 Break

11:15 – 11:45 Beyond the Target Customer: Social Effects in CRM Campaigns
Oded Netzer, Columbia University
Oded Netzer will discuss the opportunities for CRM practitioners to move beyond customer lifetime value (CLV) to social customer lifetime value (SCLV). In particular, he will demonstrate how a retention campaign that is targeted at a particular customer can have a social multiplier, affecting the activity and retention of customers who are socially connected to the targeted customer but were not targeted themselves.
11:45 – 12:30 p.m.  **Academic Panel Discussion**  
*Carl F. Mela, Duke University and Executive Director, Marketing Science Institute – moderator*  
*Eva Ascarza, Columbia University*  
*Scott Neslin, Dartmouth College*  
*Oded Netzer, Columbia University*

12:30 – 1:30  **Lunch**

1:30 – 2:00  **Myths and Misconceptions About Customer Retention**  
*Peter Fader, University of Pennsylvania*  
As customer retention evolves from a “nice to know” to a “must have” metric for marketing executives, it is important to set the record straight about some widely held notions about it. Peter Fader will address a number of these beliefs and discuss the reasons and implications for practitioners.

2:00 – 2:30  **Learn from Churn: The Limits of Churn Prevention and the Importance of Engagement**  
*Zachery Anderson, SVP & Chief Analytics Officer, Electronic Arts*  
In this session, Zach Anderson will discuss problems with the traditional incentive-focused approach to churn prevention. He will propose an alternative, proactive approach centered around product design and boosting customer engagement. Zack will explain why, rather than simply modeling churn, companies should study the underlying behavior that drives it, and feed that insight back into their product activities.

2:30 – 2:45  **Break**

2:45 – 3:30  **Practitioner Panel Discussion**  
*Eva Ascarza, Columbia University – moderator*  
*Zachery Anderson, SVP and Chief Analytics Officer, Electronic Arts*  
*More Panelists to be Announced Soon*

3:30 – 4:30  **Breakout Group Sessions**  
*William & June Warren Hall 208 & 209*

4:30 – 5:00  **Closing Remarks**  
*Carl F. Mela, Duke University and Executive Director, Marketing Science Institute*  
*Scott Neslin, Dartmouth College*