



Marketing Support for Sprint Wholesale Customers — Customer Retention Campaign

Sample article

Head: New Customer Retention Campaign Kicks Off in **Market Name**

Copy: As the Federal Communications Commission (FCC) and regional regulatory agencies continue to approve new competitors, **company name** is taking the initiative to keep its valued residential customers. With the launch of **plan name** on **launch date**, mailings went out to homes of our "heavy user" long-distance customers, thanking them for their business and announcing new calling plans designed to save them money.

"New competitors will likely target these long-distance consumers. With **plan name**, offering low long-distance rates and loyalty rewards, we are taking the initiative to make sure our clients remain our clients," said spokesperson.