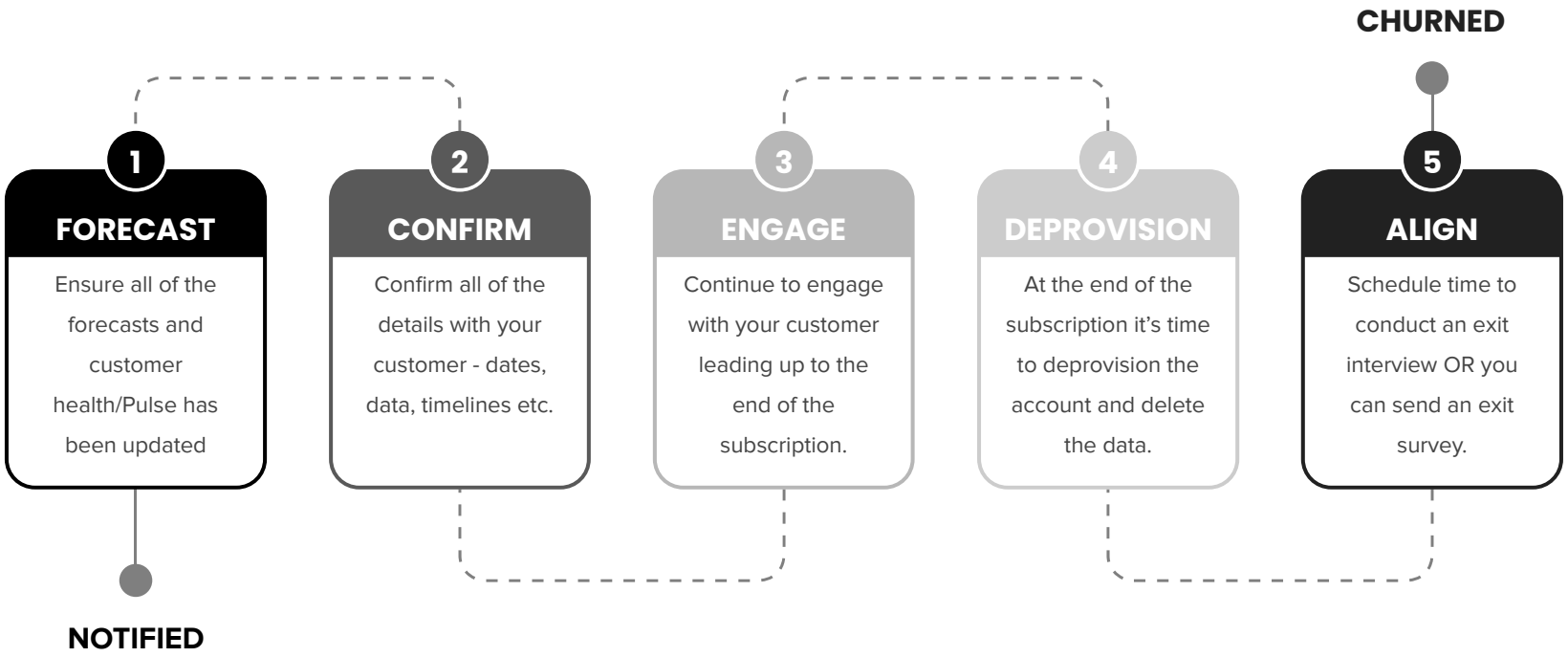DESIGNING YOUR CUSTOMER CHURN PLAYBOOK