



**FACULTEIT ECONOMIE
EN BEDRIJFSKUNDE**

**HOVENIERSBERG 24
B-9000 GENT**

**Tel. : 32 - (0)9 - 264.34.61
Fax. : 32 - (0)9 - 264.35.92**

WORKING PAPER

**CRM at a Pay-TV Company: Using Analytical Models to Reduce
Customer Attrition by Targeted Marketing for Subscription Services**

Jonathan Burez ¹

Dirk Van den Poel ²

November 2005

2005/348

¹ Researcher, Department of Marketing, Ghent University, Hoveniersberg 24, B-9000 Gent, Belgium

² Associate Professor, Department of Marketing, Ghent University, Hoveniersberg 24, B-9000 Gent, Belgium, Dirk.VandenPoel@UGent.be