**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 1: Activity 16**

**GROUP ACTIVITY**

**Churn and switching costs**

As a small group:

a) List examples of industry sectors where there may potentially be high churn costs.

b) List two businesses that you are aware of who have high switching costs.

c) List two businesses that you are aware of who have low switching costs.

d) Identify a brand/company that you would find difficult to switch from. Why would switching be so difficult for you and how does this relate to customer bonding?