INTRODUCTION

Research has shown that there is a negative correlation between the number of "lost customers" and business income. Stauss and Friege (1999) have found that the net return on investment from a new customer is 23% compared to a 214% return on investment from the reinstatement of a customer who has defected. Customer win-back is an important part of a customer relationship management strategy and focuses on the re-initiation and management of relationships with customers that have lapsed or defected from a firm (Thomas, Blattberg, and Fox, 2004). This study presents an ongoing doctoral research and is mainly conceptual in nature. It develops a theoretical framework of Customer Relationship Reactivation in B2C services and is interested in a dual analysis relating relationship dissolution and reactivation in B2C services. The research questions are:

• Why do some ended relationships reactivate?

• How does the process of reactivation develop in B2C services?

THEORETICAL BACKGROUND

With few exceptions (Michalski, 2002; Roos, 1999), most studies have examined these processes in isolation, either in terms of the switching process or in terms of customer regain:

- Switching behavior (including factors)

- Relationship Recovery (B2B)
  - Tahtinen & Vauland, 2006; Tahtinen, et al., 2007; Suki, et al., 2009.

Switching Process and Recovery Intention (holistic perspective)

- Roos, 1999; Michalski, 2002a, 2002b.

- Relationship characteristics (Overall satisfaction, lapse duration, strength, length, depth, breadth)

- Customer characteristics

- Dissolution determinants

- Variety seeking, involvement, age...

- Reasons for attrition (overall satisfaction, lapse duration, strength, length, depth, breadth)

Stauss and Friege (1999) highlight the need to investigate the drivers of a successful recovery. The existing research studied value determinants of the regain offer and price strategies in this offer (e.g. Thomas, et al., 2004; Tokman, et al., 2007) but did not relate them to the process of dissolution after elapse. Still, the literature recognizes the importance of understanding and exploring ex-client motives for leaving (Griffin & Lowenstein, 2001; Stauss & Friege, 1999; Tokman, et al., 2007). The success of reactivation activities depends not only on their design but also on customer characteristics (variety seeking, involvement, age...) and on relationship characteristics (such as overall customer satisfaction with the relationship and age of the relationship) (Helfert, et al., 2003; Homburg, et al., 2007).

The model we propose (Figure 2) enables de merging of static (ex. determinants – Figure 3) and dynamic relationship characteristics (such as overall customer satisfaction with the relationship and age of the relationship) and on relationship characteristics (such as overall customer satisfaction with the relationship and age of the relationship) and on relationship characteristics (such as overall customer satisfaction with the relationship and age of the relationship).

CONCLUSION

Our study holds the potential to produce new and interesting contributions to the knowledge built until now. We believe our model represents a holistic approach of the relationship reactivation phenomenon. The next step is its application to empirical contexts in order to evaluate its effectiveness in understanding such phenomenon.