



TaT Service Centre Action Plan

Start date:			
Finish date:			
Strategy 1	Reactivate past clients	Strategy 6	
Task 1	Identify who you want to re-activate	Task 1	
Task 2	Work out incentive to get them to come back	Task 2	
Task 3	Draft letter and offer	Task 3	
Task 4	Develop system for measuring response	Task 4	
Task 5	Send letters and measure response	Task 5	
Strategy 2		Strategy 7	
Task 1		Task 1	
Task 2		Task 2	
Task 3		Task 3	
Task 4		Task 4	
Task 5		Task 5	
Strategy 3		Strategy 8	
Task 1		Task 1	
Task 2		Task 2	
Task 3		Task 3	
Task 4		Task 4	
Task 5		Task 5	
Strategy 4		Strategy 9	
Task 1		Task 1	
Task 2		Task 2	
Task 3		Task 3	
Task 4		Task 4	
Task 5		Task 5	
Strategy 5		Strategy 10	
Task 1		Task 1	
Task 2		Task 2	
Task 3		Task 3	
Task 4		Task 4	
Action 5		Task 5	