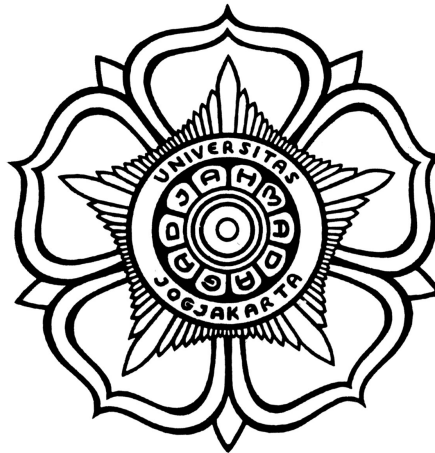


**MAINTAINING CUSTOMER RETENTION FOR A DIGITAL PRODUCT IN
THE MODERN MARKET**

Professional Report

To Fulfill the Requirements of Attaining Undergraduate Degree (S1)

Examined by Mme. Hannah Davies (Toulouse Business School), August 31, 2022



Authored By:

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