

```
if (document.addEventListener) { document.addEventListener("DOMContentLoaded",
window.print(), false); } // for Internet Explorer (using conditional comments) /*@cc_on @*/
/*@if (@_win32) document.write(""); var script = document.getElementById("__ie_onload");
script.onreadystatechange = function() { if (this.readyState == "complete") { window.print();
// call the onload handler } }; /*@end @*/
```

## **Cobra Group's customer retention techniques get wide acclaim**

Posted by: remya in [cobra marketing companies](#) , [cobra group plc](#) , [Cobra Group of Companies](#) , [Cobra Group Companies](#)

on

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**Cobra Group's** customer retention techniques, which are well worked out and implemented in a very effective manner, get wide acclaim in the direct marketing industry in UK. Customer retention techniques remains a vital part in Cobra's business practices and has helped the company to withhold the status of one among the fastest growing direct marketing companies of UK. The company has designed trustworthy customer retention techniques to earn customer confidence that lasts. Cobra Group Plc has been increasing its client base successfully by equally focusing on both the pre-sale and post-sale customer retention strategies. The strategies are frequently up-dated by collecting current market information and feedback from the existing customers and by keeping track on their changing needs. Thus, with the unique and effective customer retention techniques, **Cobra Group of Companies** strives in the direct marketing arena.