

Conversations that power customer retention

pendula

The Lumary City-Bay is all about connecting with the community, and so are our good friends at Pendula who will be supporting us on race day.

The team at Pendula have made it their mission to revolutionise the way organisations communicate with their customers and enable businesses to build stronger communities. Pendula's Proactive Retention platform allows organisations to manage, automate and optimise client journeys by creating two-way conversations with their customers—the foundation of any strong partnership.

We're excited to have the Pendula team join us on the Fun Run and thank them for their ongoing support of Lumary and the community. If you're looking to build stronger relationships with your customers, check out our friends at [Pendula](#)!

LOOKING FOR AN EXTRA EDGE?



With less than a week to go before the Lumary City-Bay 2022, are you wondering how to get an extra edge?

Anthony O'Reilly and Troy Foster, two of Lumary's resident runners and creators of the LumaRun—an internal running group created by two of Lumary's passionate runners—have shared their 5 top tips on how to prepare for the big day!

[Read more](#)

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