Replace punitive switch barriers with rewarding ones. Take for example banking switching costs:

- **Punitive switch barriers:** exit fees, difficult exit procedures, difficult T&Cs.

- **Instead use a rewarding switch barrier:** reward every bank transaction with frequent flyer points of an affiliated airline on every bank transaction (yes, this exists).

- You can **combine this with working against your competitor's switch barriers:** reward switchers by paying their switch costs or by providing sign-up benefits.