

# 6 Ways to Improve Customer Retention

Here, we invite you to consider 6 significant ways you can put your CRM database to good use and help build on and boost your customer retention activity.

## 1

### GET ON BOARD WITH RETENTION

A 5% increase in customer retention can lead to a 25% increase in profit! What's not to be excited about?



## 2

### GET YOUR DATABASE IN ORDER

An efficient database is like a well-kept garden; keep it tidy and healthy and you'll yield valuable fruit.



## 3

### PRODUCE HAPPIER CUSTOMERS

Reward loyalty and build long-lasting, relationships. Customers will feel cared for and even spread the word!



## 4

### MAKE CONTACTING YOU EASIER

Offer a personalised service that gives your customers choice and a sense of control.



## 5

### ASK FOR (AND ACT ON) FEEDBACK

Send surveys, reply to reviews, talk to your customers! You can learn a lot by listening, but don't forget to act!



## 6

### STAY IN TOUCH

Don't send spam but offer content that adds value, like a newsletter or advice blog. Just don't lose touch!



A well-managed database will help you organise your knowledge and enable you to properly care for your customers.



Do you want more information about a user-friendly CRM?

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