

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 last, relationships. Customers will feel cared for and even spread the word!

4. MAKE CONTACTING YOU EASY

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 and 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.

If you'd like more details on any of these 6 points, check out our business blog. You can find this (and more) by clicking the Commusoft icon below.