

# 10 EASY WAYS TO RETAIN YOUR CUSTOMERS



Providers of loyalty, gift, rewards and digital payment solutions.

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## 1. GIVE GREAT SERVICE

Few could argue with this tip. So simple, yet so effective. If your service satisfies your customers' expectations they have no reason to go elsewhere.

## 2. CREATE A LOYALTY PROGRAM

A customer loyalty program is a great way to increase customer retention. These programs reward your customers by giving them incentives to come back and shop with you.

## 3. PAY ATTENTION TO COMPLAINTS

If your customers have had an unhappy experience, they are less likely to come back to you again. Try to resolve their complaint in a way that makes them feel heard, addresses their needs and solves the issue in a timely manner. Every company makes mistakes but it is the way you resolve these issues that make all the difference to your customer.

## 4. HAVE THE RIGHT EMPLOYEES

This is vital. Employing the right people is extremely important to your customer retention strategy. Building a team that shares the values and culture of your business makes for a happy workplace and an easy customer experience.

## 5. BE AS FLEXIBLE AS YOU CAN

Whilst it is important to have systems in place, it is also important that each customer has their own unique set of circumstances and needs.

## 6. MAKE THINGS EASY

Making it easy for your customers to get in touch, place an order, follow up on an issue is critical to retaining their business. Customers who are confident with your processes are much more likely to return if they have had a seamless experience.

## 7. TOUCH BASE WITH YOUR CLIENTS

Never underestimate the power of a follow up phone call, email or thank you note. It can be as simple as a 5 minute phone call to see how your customer enjoyed their latest order - reaching out makes your clients feel valued.

## 8. SHARE YOUR EXPERTISE IN YOUR FIELD

Assist your clients. They have come to you for a reason, now is the time to demonstrate your expertise in your field - make suggestions, share experiences your customers will appreciate your knowledge and assistance.

## 9. USE SOCIAL MEDIA

Build your community around your business. Reach out regularly, include offers, incentives and valuable content.

## 10. LISTEN TO YOUR CUSTOMERS

Is there a question that is being frequently asked? Have you had the same issue raised by a few clients? Your customers are the best people to tell you what you need to be doing. Taking their feedback on board allows you to provide a more valuable service.

