



Drivers for Retaining Customers

Customer experiences shape customers perceptions of your business and they pass these perceptions onto others.

By focusing on business retention clients can become your agents to promote your business.

Understanding that you need to stay in touch with clients even when they don't need your product or service, you begin to build a protective wall around your database against the influences of your competitors.

Staying in touch does not mean you annoy people. You must show a genuine interest in them and their business. So by telephoning them to stay in contact or sending out market information from time to time that could affect their business are some of the simple things that you can do.

Giving your contact list something that may challenge them to action has contributed to our success. Over a number of years we have provided topical newsletters and conducted presentations to business groups.

It's about the personal touch, the customer service differentiator. Customers have a choice and they can easily go elsewhere. A hand written note thanking a client for past business could spark a chain reaction of positives for your business.

It's always difficult when we lose a customer, particularly when we spend days, weeks and months working with clients and then find they have gone somewhere else, but how do we deal with that loss?

It's easy to swear never to contact them again and become immature about the loss. There are always going to be physical factors such as price and new suppliers in your field that can affect you without you having any say in it.

So the challenge is how to turn that into a positive? Could you have been more flexible or creative?

Keeping in touch, treating them as before, leaving them on your contact list/database to receive regular newsletters shows a maturity and discipline and a genuine interest in them and their business.

Recently we experienced a professional service provider that constantly talked about their larger clients and how important they were. Ultimately we took our business to someone who understands that customer experiences shape their future business.

Another example of customer experience shaping a business's future is where a very large service organisation stopped most personal contact and forced customers to their web site for information and products and services. Their customers flocked to competitors who offered friendly personal service.

So to summarise, some of the drivers for retaining customers are:

- Focus on business retention
- Customer experiences shape your future
- Customers promote your business
- Add the personal touch
- Understand customer service differentiators
- Understand what customers value
- Simply stay in contact
- Control your emotions
- Value all customers and non-customers
- Be creative and explore
- Be flexible to try new things...

Marketingheads would be pleased to discuss how we can “delight” you with the results we achieve for our clients...

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Call now... 02 9869 3314