



7 Ways to Grow Your Business

Step 1 - Increase Customer Retention Rate

Find out what they want, go get it, and give it to them!

HR:

- Develop your Core Values, Vision and Purpose (with your team)
- Develop a team commitment statement
- Implement a sales follow up process (getting feedback following delivery)
- Make quarterly customer calls (show you care, educate on new products/services and upsell)
- Work with customers who are aligned with your values
- Review and improve your customer experience (customer touch points)
- Measure retention rates

Product:

- Deliver constant, never-ending improvement (and promote it)
- Ask customers what they want (survey them)
- Respond to customers' needs with new product/services to differentiate yours
- Create customer focus groups

Community:

- Be present at social events
- Engage customer base using social platforms (e.g. Facebook)
- Undertake SITAV activities (Stay In Touch and Add Value)
- Create online content of value (e.g. blogs addressing customer problems)
- Get personal and create great moments with customers to build loyalty
- Utilise testimonials and case studies
- Stay in their minds through marketing channels
- Manage expectations: under promise, over deliver

Reward customers:

- Develop a frequent buyers programme
- Develop a customer loyalty programme
- Send Christmas cards and gifts
- Send random gifts to top clients