

10 Simple Ways to Keep Customers Coming Back

Return customers are the lifeblood of any business, and thanks to social media, they have the power to be an online ambassador for your organization. A loyal customer is not only paying for your products and services but is telling others about you, too. How do you decrease the Churn? Follow these simplistic rules and apply them in your customers buying journey and you cant go wrong.

1. Stay in touch.

After the sale, strive to continue to build the relationship. You can stay in touch through phone calls, direct mail, social media, email newsletters, and blog posts. .

2. Assume they won't remember you.

A customer may have bought from you before but that doesn't mean they will again. If you haven't heard from them in a while, reach out and let your contact know you would appreciate their business again.

3. Keep the experience fresh and relevant.

Give your customers a reason to shop with you again. Continue to hone and improve your customer's buying experience. And be sure to keep them updated on all positive changes.

4. Surprise them.

When someone does something above and beyond our expectations, we leave feeling delighted . Reward your clients for their business by giving them loyalty discounts or extras when you see them return. Be consistent too.

5. Collaborate.

Do good things together in the community. Whether it's donating a portion of every sale to a non-profit or hosting a collection for the local food bank, choose an activity that lets customers help with a good deed, so they feel good about doing business with you.

6. Have the right people on the front-line.

You can have the best product in the world, but if the person your customer interacts with is not engaging and enticing they won't be back.

There are no negotiations on this one.

Friendly, personable and professional.

7. Make it easy for customers to reach you.

Make a point of responding to social media comments, emails and voicemail messages promptly.

8. Listen.

This requires two steps: paying attention when they speak or share and proactively responding by repeating what they said back to them and e during by asking that you understand them and then react in a positive reactive manner.

Also if you ask for feedback and get it..do something with it. Period

9. Show your appreciation.

Express your gratitude with something as simple as a heartfelt thank you when doing business in person (not just a "you're welcome" if they thank you first). Take it a step further by sending a thank you note or a special reward for a referral.

10. Ask For Their Help

People commonly want to feel needed. Ask for their feedback. Ask how to improve your customer journey. But again by all means, once you get the information, act on it