

CUSTOMER RETENTION LIFECYCLE



Listen

TAKE THE TIME TO LISTEN and collect information on customers' likes and dislikes to better satisfy their wants and needs.



PREFERENCE

Find out their preferred form of communication, and what they expect from the store



FEEDBACK

Encourage them to share their experience about the products and services with reviews and surveys

FULLY UNDERSTAND customers' experience and desires with customized plans to accommodate their preferences.



ANALYZE

Discover customer shopping patterns and trends throughout the year and categorize similar shoppers to groups



PROCESS

Evaluate positive and negative feedbacks for improvements



DEVELOP

Create marketing strategy that fits various stages and types of customers based on the results

BE PROACTIVE. Appreciate new and existing customers by providing proper communications and promotions tailored to different groups of shoppers.



COMMUNICATE

Address any issues, and maintain a good two-way communication to stay in touch such as print mails, email newsletters, and social media

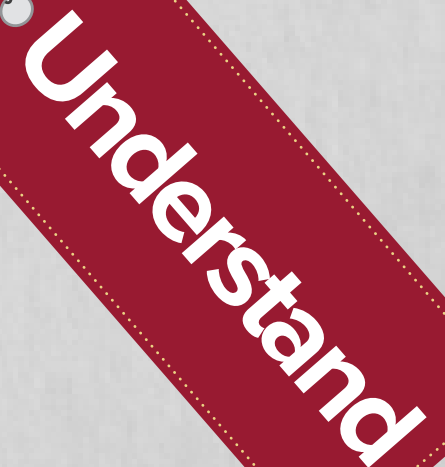


PROMOTE

Attract new and keep existing customers by using various promotions to invite them to the store like discounts, incentives, and loyalty cards



Act



Understand