

IMPORTANCE OF CUSTOMER LOYALTY

Loyal customers will spend more with your company over their lifetime. They will recommend you to family and friends. They will stick with you.

As you have already won the trust of your loyal customers, you can influence them more than new customers. Bottom line is that, No matter you are startup or mature organization, customer retention should be your highest priority. It can also be the relationship between a satisfied patron and the ice cream shop he comes to once each year when he visits his mother. Kate Hobbs's top article generates over views. Meanwhile, if a customer sees a good loyalty program where rewards are within reach, they are more likely to try your brand simply because the rewards are easily accessible. You can start gathering data immediately, then launch new series of user behavior reports. For example, a customer who is a repeat purchaser is more loyal than the customer who buys for the first time. We were loyal to local businesses because we knew the owner from soccer practice. For instance, corporate social responsibility has become a primary focus for many companies. You create an email drip campaign for that purpose and start it. Source: Nielsen In this digital age, word of mouth is still the most effective marketing tool. Make your returning customers happy with a loyalty program Loyalty programs seem simple, but they can have a huge impact on customer retention. Here are just some of the benefits of customer loyalty programs. Now question is " what can motivate your customers to do repeat business? Estimates can vary but the generally accepted ratio is that it costs times less to retain a current customer than to attract a new one White House Office of Consumer Affairs. Repeat Business Perhaps the most obvious benefit of customer loyalty is repeat business; customers who keep coming back and spending more money on your latest or updated products and services because they trust your brand and are confident they are getting quality for their money, rather than gambling on a new brand. She would buy a few things, and he would give her free fruits and vegetables, honey, jams, and preserves each week. Apple invests heavily in developing customer loyalty. Read on to find out why the importance of customer loyalty is crucial for businesses growth in You might hypothesize that sending out weekly emails to existing customers with in-depth content will increase customer retention rates. Customers love doing business with companies who offer great service. Let your customers know that you are there with your new products or offers or solutions always. Attract new customers: A good rewards program can attract new customers in several ways. Higher Tolerance Loyal customers who have been giving you their business for a while are much more likely to be forgiving in the face of mistakes, technical difficulties, and general slip-ups. Why does customer loyalty matter? Measure loyalty through engagement: Program data allows you to track analytics and view reports, measuring the efficacy of customer loyalty on your sales. In that same Harris Interactive survey, eighty-nine percent of respondents who had recently switched from a business to its competitor did so because of poor service. Acquiring new customers is more expensive Research has shown that it is six to seven times more expensive to acquire new customers than to continue serving loyal customers. Ask for feedback and testimonials. Customers can accumulate these points and redeem for a free product or loyalty card upgrade. Working toward promoting customer loyalty or brand loyalty is critical to your goal for many reasons. If you maintain the level of customer service and quality that it takes to achieve brand loyalty in the first place, your customers will be willing to forgive you when bad things happen. What does customer retention mean? She was a loyal customer of his, and she showed her loyalty by actively promoting his products on a regular basis. While it is advised that you monitor its metrics, the program will continue to run on your chosen settings. He still tipped her each time. Kate Hobbs to your Favourites.