

How to fix the kinks in your customer retention strategy

Customer retention strategies are the processes and initiatives you put in place to ensure customers keep coming back for more. But does your strategy have more kinks than a twisty super tube? Then it's time to straighten up before your frustrated customers move on to the next best thing.

WHY IT GOES WRONG

HERE ARE A FEW EXAMPLES:



Poor onboarding experience

Don't assume customers know how to get the most out of your product. A clear guide on how to it should form part of the onboarding experience.



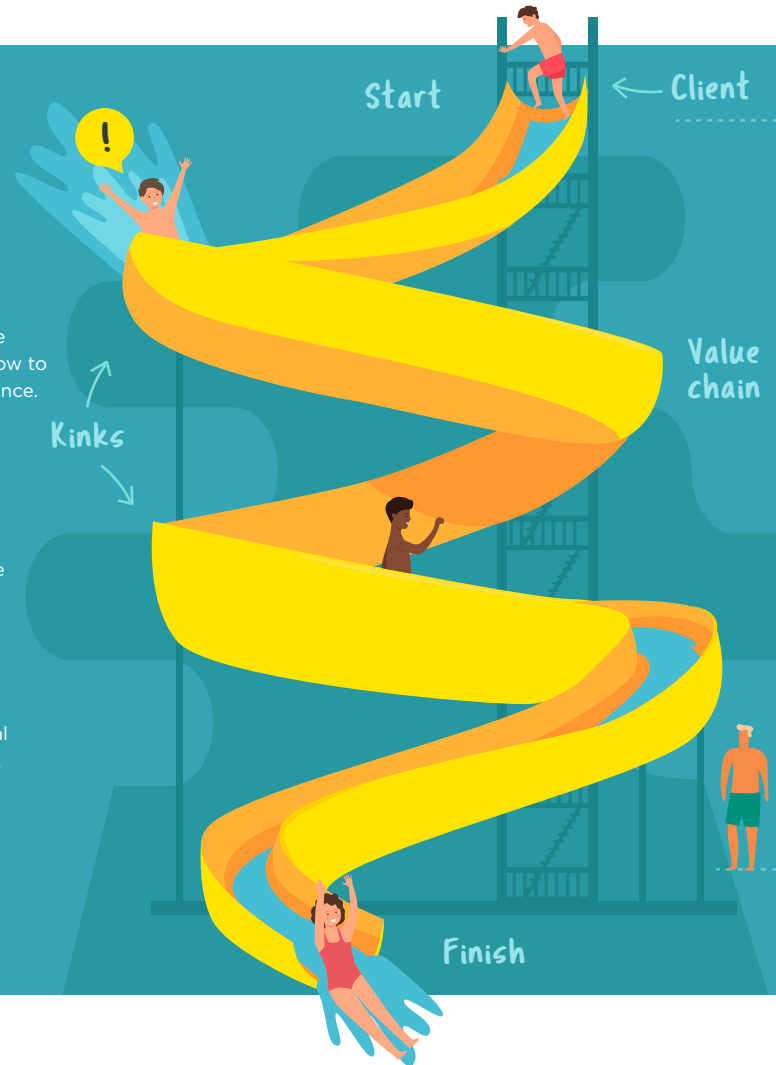
Untrained staff

Customers want consistency throughout the value chain - from the product you sell to the service you deliver. Your team plays a key role in meeting their expectations.



No communication

Whether the lack of communication is internal or external, your customers will pay the price.



HOW TO FIX IT

HERE ARE A FEW TIPS:



Think like a customer

Take a step back and look at the value chain through your customers' eyes. Do their initial impression and the final outcome line up?



Add more value

Get to know your customers by asking for and listening to their feedback. Identify what is important to them and fulfil this need.



Make sure your product solves a problem

And then make sure your customers know how your product can help them.

**What's
Next?**

At We Explain Stuff, we'll help you straighten out the kinks in your customer retention strategy. During our one-hour online workshop, we'll clarify your message, remove complexity and get your sales soaring. Drop us an email on hello@weexplainstuff.com

www.weexplainstuff.com