

# The Seedling Sheet



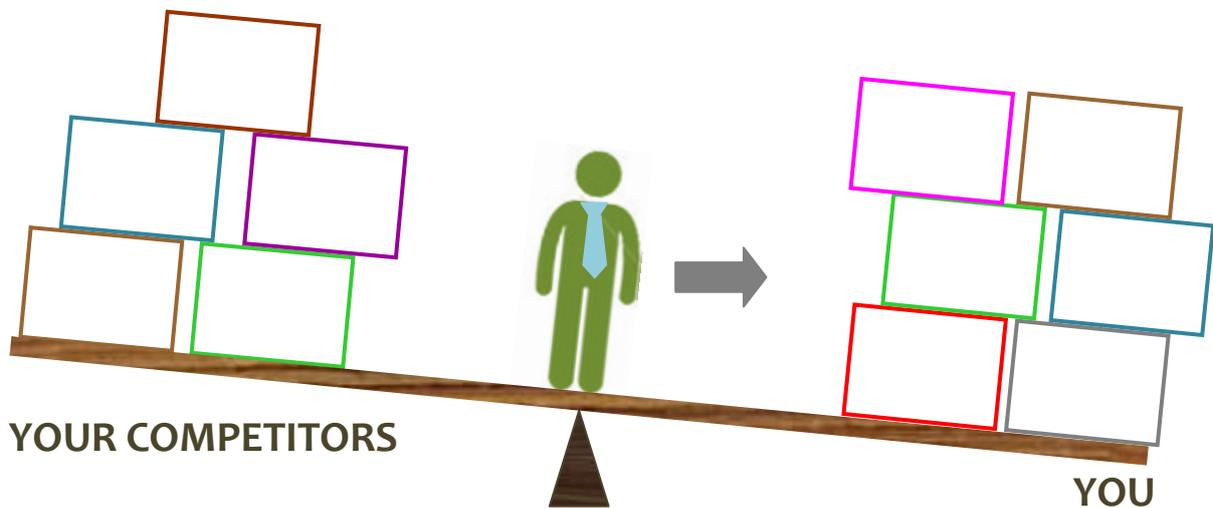
## 08: Keeping customers in love with you

### The Essentials

Customer retention - the art of keeping customers in love with you - can often be a neglected way to grow your business. Research from consulting firm Bain & Co states that a 5% increase in customer retention can boost profitability by as much as 75%. Part of your business strategy should include a plan of how to retain customers. This can be as simple as regular, valuable communication, to discounts, offers or loyalty bonuses: whatever is relevant for your brand, the aim is to get your customers to move up the Retention Ladder from occasional purchaser to raving fan. Raving fans love you, love to recommend you, and are the most cost effective way to bring new customers to your door. So what are you waiting for. Show your customers some love...

### If you do one thing about customer retention...

...then consider the Customer Retention Seesaw. Each 'box' you place on your side of the seesaw is a reason for a customer to love you, and tips them in your favour, away from your competitors. Write each retention idea (newsletter, discounts, great website etc) in your boxes, and find out what your key competitors does, and write their initiatives in boxes on their side. Are your retention strategies helping the customer slide toward your business by tipping the seesaw down?



### Want to know more?

The Business Allotment can help you design a unique customer retention strategy to keep your customers in love with you. In a highly practical 2 hour module packed with original content, you will create ideas to help turn your customers into raving fans. Contact us today to find out more.

Call Jodie Newman on 07966 482 662 or email [jodie@thebusinessallotment.co.uk](mailto:jodie@thebusinessallotment.co.uk)

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