

CUSTOMER ENGAGEMENT & LOYALTY

✓ DOS AND DON'TS ✕

Loyal customers are one of the most valuable assets your business has. In fact, they are worth up to 10 times as much as their original purchase. As such, there are certain things you want to do to engage your best customers to foster loyalty. There are also a few things you want to avoid. Check out these dos and don'ts of customer engagement and loyalty.

• DO •

Capture customer data. The more robust data you have about your customers, the easier it is to engage them with personalized and targeted messages and offers.



• DON'T •

Fly blind. Trying to make business decisions without the right data can end up costing you more in the end.

• DO •

Reward your best customers who visit and spend the most. These are the customers that grow your business by driving revenue and positive ROI.



• DON'T •

Reward everyone. All customers are NOT created equal. Trying to reward everyone attracts promiscuous, discount-driven customers, erodes margins, and negatively impacts ROI.

• DO •

Collect feedback from your customers and respond personally. A customer who provides written feedback spends 1.4x more over the course of their lifetime. And when you reply to that feedback you can grow sales +22%.



• DON'T •

Ignore feedback. Customer feedback is the lifeblood of many businesses and how you respond can impact if you have a customer for life or if they choose to walk away and never come back again.

• DO •

Engage your customers personally. Using the data you have about your customers makes it easy to send them messages and offers that will resonate.



• DON'T •

Be generic. All customers are not the same, so don't offer your customers the same thing. Keep it targeted, relevant, and personal and see the results roll in.

• DO •

Winback customers. Sick of losing customers? Win them back with targeted offers that will get them back in and spending. Winback is proven to drive 49% of lapsed customers back and generate 6X ROI.



• DON'T •

Let lapsed customers go. It's 7 times more expensive to acquire a new customer than to keep an existing customer. Retention for the win!

• DO •

Measure the results of your customer engagement and loyalty in revenue generated. Any program you have should deliver measurable results in the form of incremental revenue and ROI. Opens and clicks and other vanity metrics aren't results.



• DON'T •

Ignore measuring results. Any good technology you use should provide you proven results in metrics that matter to your bottom line like ROI and revenue generated.

• DO •

Be where your customers are. You and your customers want things to be easy so use a customer engagement platform that makes it simple to join and get rewarded without having to use punch cards, QR codes or entering phone numbers.



• DON'T •

Be get stuck in a rut. Automated customer engagement and loyalty platforms are making it easier than ever before to engage your customers in personal and meaningful ways. As you grow your business, get rid of outdated, clunky programs that hinder your customer experience.