

## Customer retention best practice



Building a database takes time effort and money, so its important to retain as many customers as possible from your database.

Working your database and improving customer retention rates can help you with your business planning on resources, forecasting, staff etc.

Customer experience is why customers choose you and come back to you so make it memorable.

Here are a few tips for best practice in customer retention on renewals:

1. Make the phone call for annual renewal dates – Have a script and stick to it, consistency delivers results.
2. Just like the doctor, give customers the time slots you are available and get a commitment.
3. If the phone call doesn't lock them in then send the email followed by a text.
4. If all else fails then send the reminder letter.
5. Repeat

There are multiple systems in the market that can support your business to do this so its worth investigating what's right for you and your business.

It is important to have consistency in your process and procedure, capture your results and review frequently so you can improve your conversion rates.

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