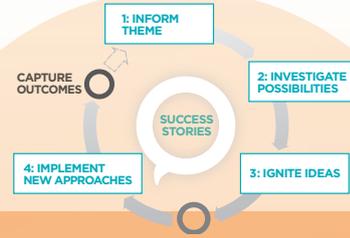
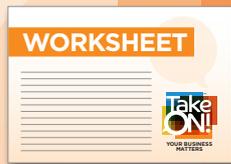
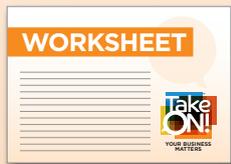
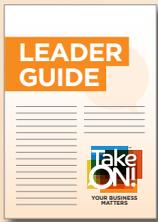


AT A GLANCE:



B BUILDING CUSTOMER LOYALTY



WHAT'S THIS THEME ABOUT?

Every organisation claims to value its customers. But how many of them are really serious about it? If they were, would they really treat their customers the way they do? Building Customer Loyalty is critical for long-term success. It's one thing to go hard out and win new customers', it's another challenge entirely to keep them! Keeping customers longer often depends on how well we connect with customers, and the strength of our relationship. So it's time to ENGAGE!

Some questions we should be answering in this theme:

- How well do we know our customers?
- What makes them choose us? and
- What can we do to strengthen our relationship?

IDEAL OUTCOMES

- Increased understanding of your business strategy
- Increased awareness and understanding of customer feedback
- Stronger customer relationships
- Increased customer loyalty

WHY IS THIS IMPORTANT?

"It costs 10 times more to acquire a new customer than it does to keep an existing one!" - Source Unknown

Even if there is only a grain of truth in the above statement, it's food for thought. In most industries, it's absolutely true! In today's world, where everybody's products can look the same, the way those products are delivered is that much more important. That means that we need to offer more than just a transaction.

Building Customer Loyalty helps teams to focus on our customer relationships, and to stand out from the crowd when it comes to customer choice.

CONVERSATION SHAPER

