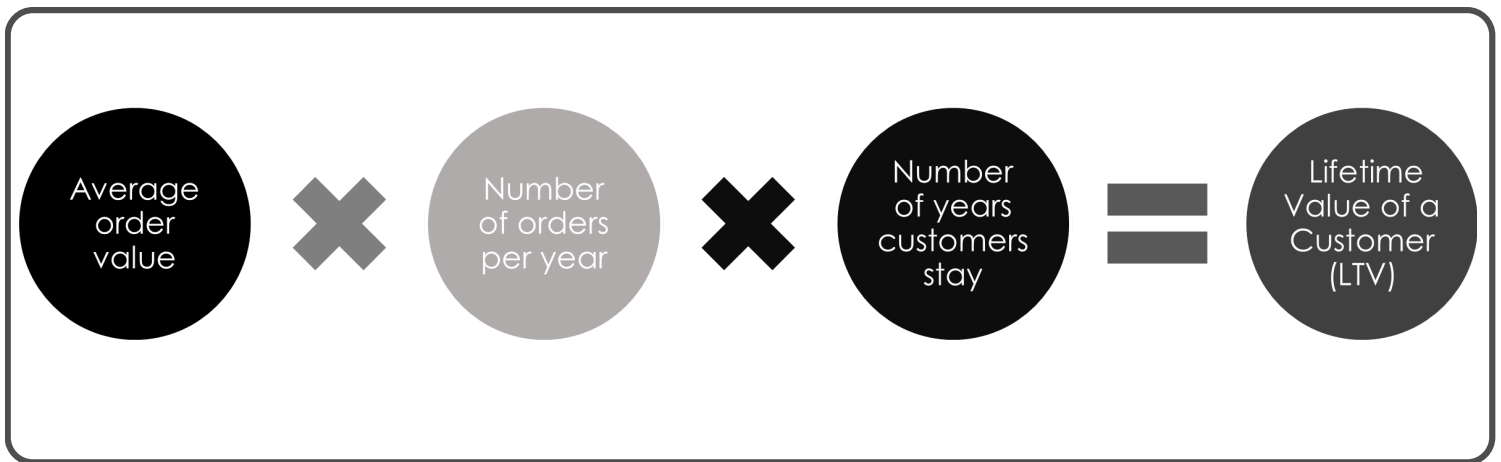
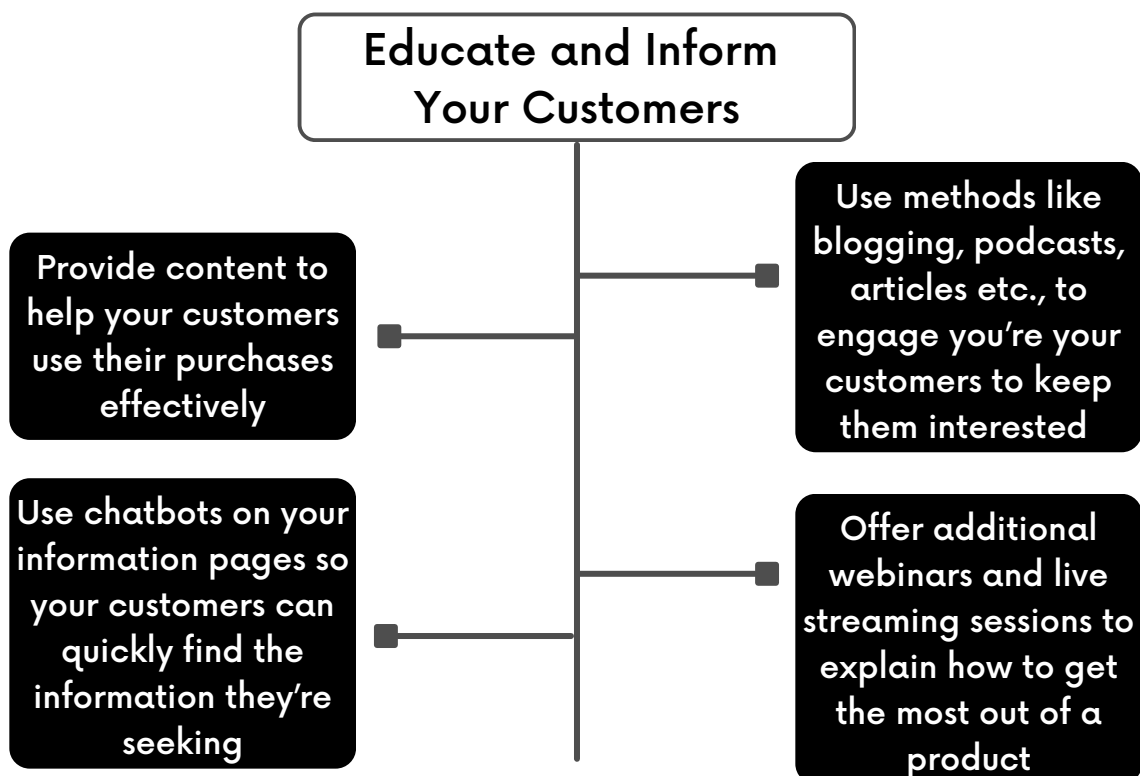


# Customer Retention Idea Generator

Follow this formula to work out your customers' Lifetime Value (LTV):



## Proven Ways to Retain Your Customers



What could you do to deliver relevant education and information to your existing customers? Use the following space to brainstorm ideas.

Ways to educate and inform customers:



Q

## Wow Your Customers with Exceptional Customer Service

3 principles

Respect



Respect the customer and always communicate with them in a professional manner

Apologize if things go wrong and look at mistakes as an opportunity to improve

Stay focused on finding solutions

Service



Make sure you deliver on your promises

Ensure the consistent quality of your product or service

Over-deliver and find ways to elevate your company above the competition

Response



Deal questions and problems quickly and efficiently

Set response times and stick to them

How can you WOW your customers with exceptional customer service?  
Use the following space to brainstorm ideas.

Ways to WOW customers with exceptional service



a

## Use Automation to Serve the Customer

You can use automation in a number of areas including:

Customer queries & problems – eg support desk software

Customer communication – eg live chat

Customer feedback – surveys

What automation could you use to make the customer experience smoother for your customers? Use the following space to brainstorm ideas.

Ways to use automation for a smoother customer experience:



a

## Show Your Appreciation for Your Customers

You can show your appreciation in many ways including:

Share your  
customers  
posts

If your customer  
has a business,  
become a  
customer

Be a resource  
for them

Give back and  
reward them  
with bonuses,  
free content  
and incentives

How will you show your customers that you appreciate them? Use the space on the following page to brainstorm ideas.

Ways to show customers you appreciate them:

A large empty rounded rectangle for brainstorming ideas.

a

## Start a Customer Community

Here's what you can do to start building a community straight away:

Set up a customer-exclusive group on social media

Write a blog post about why you started your business and why you're starting a community to build the 'know, like & trust' factor

Plan 30 minutes per day for the next two weeks to be active in your group

Offer your members exclusive rewards

How will you start and grow a community for your customers?  
Use the space on the following page to brainstorm ideas.

Ways to start and grow a customer community:



Q

**My Next Steps**



Q