

CRM for Customer Retention: How to delight your customers into staying?

In the current business environment, you cannot take customer retention for a given, even slightly. With competition waiting to entice your customers away with attractive offers and packages, you simply can't afford anything less than an optimal move.

Under a CRM-organized customer retention program, you could control and manage multiple facets of your business. With the right CRM-based tools, you can organize and manage each customer interaction and conversation to aid your business objectives.

A CRM enables you to build customer relationship that makes your customers stick with your business on a long-term basis.

Create Long-term Customer Relationship Strategy

There's an adage "once is luck, twice it becomes a Skill." With CRM, you can create a successful and a repeatable strategy for customer retention. Integrating with multiple data sources, you can store and retrieve each piece of customer action and inaction. This data presents your essential inputs about customer preferences and interests.

This data helps you drive your customer evolution in the right direction. You could also filter and detect previous points of disagreement with your prospects. This allows you to take proper evasive steps to avoid points of friction and disagreement.

Good Customer Service is worth more

Good customer service has always been a great business investment. Now it's worth even more.

Most of the customers take quality customer service as a positive sign that a particular business actually cares about its customers. According to American Express Survey, it raises your odds of gaining a new customer by 10:7.

This specifically refers to instances of poor quality of customer services – such as sending customers through a loop of caller extensions, providing inadequate solutions and not following-up with actions.

The CRM automation gets you closer to the most efficient way of managing prospects. You could stream all phone calls to a centralized system, following which you can assign each to a designated individual.

Detect and Eliminate Bad Customer Service

According to a study by [newvoicemedia](#), almost 44% of customers change their service providers due to inadequate customer care.

If you look into any review website, one of the most frequent reasons for berating a particular business can be credited to inept executives or inadequate training.

With a CRM-enabled customer service, you could automate the accumulation and storage of customer knowledge in cloud repositories, initiating fast and easy issue resolution. This provides a centralized system for customer issue resolution.

Streamline and Manage Customer Contacts

If retention is the watchword, live customer management becomes the way to achieve it. This involves constantly predicting, following-through and supplementing the individual needs of your prospects. It helps you build a core of satisfied customers.

The battle for customer retention is fought every day, with customers being the centerpiece for every move and action. Ensure that you take the right steps for ensuring customers retention. Contact us @ +91-7899887755 or sales@kapturecrm.com!