

## Action plan



### Build stronger relationships with loyal customers

It's common to put your efforts into winning new customers or retaining clients at risk of churn, but business leaders need to make sure they're also spending time on loyal customers. Developing a plan for building stronger relationships with long-term customers can help to direct the efforts of your sales team and ensure your business prospers.

- **Effort:** Medium
- **Impact:** High

#### Actions:

**Spend time working with your sales team to identify your most loyal customers, tracking how long customers have been buying with you and how much they've spent.**

- **Impact:** Medium
- **Suggested duration:** 21 days
- **Why this will help:** It's easy to get distracted by the heavy hitters who make a single big purchase, but this activity will make sure those customers who buy from you every year don't slip through the cracks.

**Use research to build a better idea of what similar businesses are doing to attract and retain customers.**

- **Impact:** Medium
- **Suggested duration:** 7 days
- **Why this will help:** Your customers have stuck with your business for a reason, but don't get complacent. Keep track of how others are engaging customers and what the best practices are.

**Pick up the phone or send out a survey to loyal customers to find out why they've stayed with your business and what you could do to improve their experience.**

- **Impact:** High
- **Suggested duration:** 14 days
- **Why this will help:** Speaking to customers shows that you genuinely value their support and gives you the opportunity to learn more about their experiences with your business.

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### **Put a plan in place to act on feedback from your customers to start building stronger relationships.**

- **Impact:** High
- **Suggested duration:** 21 days
- **Why this will help:** Acting on their feedback will make loyal customers more likely to stay with you. They'll also feel like a valued part of the business, so it's a great way to build them into brand ambassadors.

### **Develop targets for your sales and marketing teams that are based on improving customer retention and loyalty, not just acquiring new customers.**

- **Impact:** Medium
- **Suggested duration:** 14 days
- **Why this will help:** It's not enough to plan to spend more time on loyal customers – you have to walk the walk too. Making customer loyalty part of your targets demonstrates that it's a priority and makes sure your team takes action.

### **How will I know if my action plan is working?**

#### **Way to measure success**

Customer satisfaction surveys.

#### **Why this metric?**

Customer satisfaction surveys provide quick, real-time feedback on how customers are feeling.

#### **How do I start tracking?**

Use an online survey to check in on loyal customers every six months to give you time to take on board any feedback or recommendations.