



April 2016 Client Newsletter

Dear Judi,

You've all heard that customer retention is the key to your success. But are you aware of how simple that really can be? Below are two articles which capture it all.

Judi

10 Simple Ways to Improve Customer Retention Rates

Client retention is an enormous factor for the success of agencies, businesses and many other organizations. In a subscription model, "client retention" means a continuing stream of revenue without the cost or effort of new customer acquisition.

And, in a standard product model, it means more total purchases for each new customer. The bottom line? Better customer retention means more revenue and a better brand reputation.

But how can you improve customer retention? The obvious answer is to make your products and services better, but that's both ambiguous and non-directed. Instead, consider these 10 simple, specific ways you can up your customer retention game and strengthen the bottom line for your business:

For complete article, [click here](#).

By Jayson Demers

Customer Service: 7 Ways to Lose Business

Growing up in retail, I have known from the very beginning that the customer is far smarter than the retailer is. When retailers fail, it's because they believe they know what the customer really wants."

- Robert Tillman, chairman & CEO of Lowe's Companies

Everyone has experienced bad customer service. The rude store clerk, the curt receptionist, the apathetic customer service representative. You could probably offer advice to these people on how to shape up their attitudes.

The situation takes on new meaning when it's your clients or customers that are being snubbed. And remember, every time a customer or client doesn't come back -- and tells others about a bad experience -- it could mean thousands of dollars that won't end up in your bank account.

For complete article, [click here](#).

Upcoming Events

The Mobile Marketing Association's **MMA Mobile Marketing Leadership Forum** will be held May 10-11 in New York City. For complete information, [click here](#).

LIMRA will hold its **2016 Marketing and Research Conference** on June 1-3 in Orlando, FL. For complete information, [click here](#).

The Strategy Institute will hold the **6th Annual Digital Marketing for Financial Services Summit** on June 2-3 in Toronto. Visit, [here](#) for more information.

CASRO's **Technology and Innovation Event** will be held June 6-7 in NYC. For more information, [click here](#).

IIR's **Marketing Analytics and Data Science** conference will be held June 8-10 in San Francisco. For more information, [click here](#).

The Conference Board will hold its **Annual Brand Conference** on June 9-10 in NYC. [Visit](#) for more information.

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