



## September 2013 Client Newsletter

Dear Judi,

"Price is not the main reason for customer churn. It is actually due to the overall poor quality of customer service" (Accenture Global Customer Satisfaction Report - 2008). This is why this newsletter is packed with information about stopping customer churn AND recovering lost customers.

Judi

### 5 Retention Marketing Techniques to Stop Customer Churn in Its Tracks

We all know that in order to stop customer churn, there has to be a fundamental shift in the way relationships are built and maintained. By utilizing retention marketing techniques, marketing and sales teams can work together to advance the common interest of customer satisfaction. When customers feel a brand is responsive, caring and timely, they'll value the connectedness, stick and stay.

Here are 5 great retention marketing techniques that you can start implementing today to stop customer churn in its tracks.

1. Personalization
2. Create the Wow Factor
3. Connect Socially
4. Focus on #1
5. Ask Why

For complete article, [click here](#)

By Ryan Connors

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### Lost Customers can Jump Start your Sales!

While there are many ways to improve customer service and increase customer retention, one of the best ways is to seek out complaints.

I'm not talking about putting a complaint box on your receptionist's desk either. I'm talking about actively contacting your customers (preferably your best customers) and asking them what your company could do better. I am assuming your customer already likes your product or service, and that's why

they are your customer; I'm thinking you may want to direct them to specific process and communication areas.

You see, there are several surveys out there that talk about why customers leave and in each survey the results are in the vast majority that customer leave for "service problems". In multiple articles you will see similar results, usually between 68% and 70% of the time customer service is listed as a reason for customer defection.

Customers leave based on a feeling. They don't feel you appreciate them. They don't feel like they matter. They don't feel like you pay enough attention to them. The list could go on and on!

For complete article, [click here](#)

By Luke Russell

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### **Customer Relationships: Breaking Up Is Hard, Making Up Is Harder**

Customers often break up with brands that ignore them.

For instance, although 90% of retailers are active on Twitter, only 29% use it to engage with shoppers. That's just one example of why customers may feel the relationship with a brand is one-sided. And no one likes a one-sided relationship.

The feeling of unreciprocated admiration will often cause customers to break up with brands.

On average, a business loses about 20% of its customers just by failing to tend to customer relationships. According to the following infographic by 360connect, that number can be as high as 80%.

But do customers really expect brands to respond immediately to their questions? Not all do. Half of consumers would give brands a week to respond to their question. Any longer than that, though, and consumers will likely take their business elsewhere.

Moreover, brands can't assume that lost customers will be wooed back. According to the infographic, a business has only a 20%-40% chance of winning back a former customer. So, why not instead focus on retaining customers and maintaining healthy relationships with them?

For complete article, [click here](#)

By Veronica Maria Jarski

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### **How To Recover a Lost Customer**

Sales professionals know intuitively that selling to existing customers is easier than acquiring new ones. Research bears this out. Prospecting for new customers has a success rate as low as 5 percent while selling to existing

customers has a success rate as high as 70 percent, according to Jill Griffin and Michael Lowenstein, writing in their excellent book Customer Winback.

What's less well-known is that selling to former customers is *also* easier than acquiring new ones. In fact, average success rates for turning former customers into current ones range from 20 percent to 40 percent! However, recovering lost customers is only possible if you're willing to find out why they left in the first place.

For complete article, [click here](#)

By Geoffrey James

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**Because we value our customers' perspective, we will be soon sending you a brief survey. Thanks in advance for taking the time to help us better serve you.**

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### **Upcoming Events:**

**Process Driven Innovation Conference** - September 17-18 in Philadelphia. For more info, [click here](#).

**Big Data Exchange** - September 22-24 in San Francisco. For more info, [click here](#).

**ESOMAR Annual Congress** - September 22-25 in Istanbul, Turkey. For more info, [click here](#).

**Customer Insights: Turning Data Analytics Into Intelligence** - October 2-3 in Chicago. For more info, [click here](#).

**The Marketing Insight Forum** - October 3<sup>rd</sup> in New York. For more information, for more information, [click here](#).

**CASRO Annual Conference** - October 7-10 in Los Angeles. For more info, [click here](#).

**Corporate Researchers Conference** - October 16-18 in Dallas. For more information, [click here](#).

**The Market Research Event 2013** - Oct. 21-23 in Nashville. For more information, [click here](#).

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