

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**CRM: Keeping Customers Loyal**

**By Richard D S Hill**

Customers are now in charge. Thanks to the growth of the Web, it is easier than ever to comparison shop and switch from one business to another with the click of a mouse. However, research has found that in the online market, customers yearn for trustworthiness more than ever.

Customer relationships are a company's most valuable asset – worth more everything else combined as no customers = no business. Getting and keeping more customers who stay with you longer is crucial. If your customers are loyal to your business, they will be much more likely to choose you over your competitors. Loyal customers will be much more likely to tell their friends about you. Loyal customers spend more and bring in even more new customers. Loyalty is immensely valuable. Research has shown that a 5 percent increase in customer retention rates results in a 25 percent to 95 percent increase in profits.

It's easy to say customers are our most important asset but turning CRM strategy into bottom-line results is hard work. It means winning the battle for customers' hearts and minds every day, with each interaction at every customer touch point. Long-standing relationships only arise from trust gained over many transactions and by customers' belief that the company wishes to keep them around rather than drive them away.

Creating a customer-focused company starts with the definition of a CRM strategy, which must then be filled out with new work processes, organizational changes, and even a revamped corporate culture.

To create customers for life, customers who will become advocates with the perception (and don't forget that perception is reality) they need to believe that you do what's best for your customers, not just what's best for your bottom line.

To do that you need to:

1) Find out what customers want and know what you are providing matches that. Do not start with the bottom line. Profit and cash flow are residuals of attention to the needs and preferences of your customers. Of course, profits are crucial. But long-term cash flow and profits come from regular

customers.

2) Be honest and keep things simple, listen, communicate openly and keep your promises. Deliver what you say you will. Far too many businesses focus on ways to keep customers, only to lose sight of the fact that their product or service simply isn't what it should be. Make certain that the core of what you do is deserving of long-term customer loyalty, and then look for ways to nurture it. Make it simple to do business with you.

3) Practice what you preach and preach what you practice. Treat your customers like you would like to be treated and then go even further by, in that classic phrase: exceeding their expectations. Give customers reasons to stay. Great service or products are terrific, but it never hurts to lure customers into the long-term fold. How about discounts for regular customers? Customer loyalty is needs to be appropriately valued and rewarded.

4) Nurture employees. "Old-fashioned" solutions still provide the edge. Research shows that a personal relationship with your employees is the key to keeping customers loyal and that happy staff keep customers coming back. Treat your employees as you would want to be treated year after year. Not only does that encourage staff to also do their bit to entice customer loyalty, it's emphasises a supportive, responsive environment. Employee loyalty needs to be appropriately valued and rewarded.

5) Use sensible marketing practices. Not many people enjoy being inundated with telephone calls and mailings so don't do it! Test, test, test and track the customers who come back. Once you know who your best customers are, the real work begins—convincing them to stay forevermore. Repeat purchase and retention rates capture the real financial ramifications of whether or not a company is delivering high value to its customers.

6) Know the value of your customers, segments and groups. Know who is likely to be loyal. Some customers are more trouble than they're worth. Monitor what goes into keeping a customer satisfied; if it's too costly or simply too much work – it's wrong to say that everyone should be a lifelong customer.

7) Use effective CRM systems, don't let the systems use you. Don't be driven by the vendor or consultant – use them, they're likely to know the technology far better than you. But let customers' needs and everything above drive how you use the technology. Remember it is an aid not an end.

That's all there is to it!

Richard Hill is a director of E-CRM Solutions and has spent many years in senior direct and interactive marketing roles. E-CRM –

<http://www.e-crm.co.uk>

– helps you to grow by getting you more customers

that stay with you longer. We provide practical solutions that pay for themselves. We help you to make sure that your marketing works.

## **The Importance of CRM**

**By S. Maurer**

The Importance of CRM

By S. Maurer

Competition in CRM, driven by globalization and the internet has turned things around.

Customers have a variety of choices and most importantly, they have become more knowledgeable and demanding.

It is no myth that they are King.

With this scenario, enterprises have realized that it is not just enough to satisfy and delight them but also build genuine relationships in a way that would benefit them.

Customer Relationship Management CRM initiatives are designed with the goal of meeting Customer expectations and needs in order to achieve maximum Customer lifetime value and return to the enterprise.

The use of Customer Relationship Management products, CRM software and CRM solutions will enhance the effective implementation of CRM in an organization.

There are CRM success stories, but success in a Customer Relationship Management CRM implementation may best be measured by the restraint an organization shows in its goals and expectations.

By understanding the roles and benefits of IT as a CRM enabler, you'll learn best practices for deploying information technology in a controlled manner within a cohesive, enterprise-wide architecture.

By providing the means to manage and coordinate Customer interactions, Customer Relationship Management CRM technology helps enterprises maximize the value of every Customer interaction and in turn drive improved corporate performance.

Putting all Customer Relationship Management CRM facets into one coherent, organized presentation to the Customer could require the services of a systems integrator.

It would most certainly require training everyone from webmasters to call center workers to field sales technicians.

The need to better understand Customer behavior and focus on those Customers who can deliver long-term profits has changed how marketers view the world.

Publishing Guidelines: You may publish my article in your newsletter, on your website or in your print

publication provided you include the resource box at the end. Notification would be appreciated but is not required.

S. Maurer is a 53–years old college graduated IT professional, with 30 years of experience in the computer & technology business. Now is the Correspondence Courses Director of

<http://international–businesses.net>

. Other languages in

<http://tips–on–project–management–pm.business–technology.us>



This Free E–Book has been brought to you by [Natural–Aging.com](http://Natural–Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

# CRM: Keeping Customers Loyal

