5 Tips for Boosting Your Retention Strategy

This is an extra resource to go along with the original article:
[Customer Retention Done Right--Strategies that Build Lasting Relationships](#)

Customer retention starts with the employees. You and your staff need to work together to come up with a strategy that allows you to systematically deliver great service to your customers. In the main article, we talked about some specific ways that brands can increase customer loyalty from personal videos to rewards programs and more.

Here, we've also included an additional five ways any brand — SaaS, e-commerce, or something else altogether can improve their approach to retention.

Lay Out (Realistic) Expectations

You can't develop a strategy without first coming up with a set of goals and a map toward achieving them. What is it you'd like to improve? Are you hoping to increase your average deal size? Get customers to stick around for the long haul? Write reviews? Jot down a list of ideas, and build your strategy around those goals. For example, if you want more people to review your product—you might choose to send an email request after a purchase. Maybe you'll make the ask in a video or incentivize the customer by offering points for leaving a review.

Pay Attention to Customer Questions

Customer questions are a wealth of information. Instead of treating them as one-off interactions, take stock of the kinds of questions that people ask when they call or engage with your site's chatbot. What kinds of questions do clients ask during the onboarding process? Are there complaints on social media channels? If so, what do they reveal about where you might improve?

Take a Team Approach to Client Relationships

Internally, make a point of nurturing relationships between the client and multiple people within your company. When one person is the only one who has access to contact details or knowledge of a customer's preferences and history with your company, it puts your business at risk.

Why? Because it's one example of siloing information. If someone leaves the company, then there is a break in continuity, a transitional period where the relationship must be re-established.

While having one point of contact is great in a lot of ways, be sure to let the client know that there are multiple ways to get in touch—opening the lines to support staff, IT employees, and any other relevant contacts that can get them exactly what they need, when they need it.

Additionally, by introducing a few hands on deck, clients feel like they understand how your company works—and can catch a glimpse of the faces behind say, help@company.com.

Improve Your Returns and Refunds Policy

We're not saying take everything back or offer refunds without asking any questions. What we actually mean is this—clarity needs to be front and center when it comes to returns, exchanges, and how to deal with a complaint.

Will you offer a money-back guarantee? A 30-day return policy? Whatever is, you'll need to include a detailed policy in your help section and potentially, on product pages as well.

Beyond laying out a clear (and visible) policy for how you handle returns and refunds, you'll need to be consistent and timely in your response.

Level Up the Customer Experience

Okay, sure, everything boils down to this one final point. But, if you take anything away from this post, it's this: your customers' experience is the foundation of your retention strategy.

A few ways to ensure that customers stay happy:

- **Follow through on the sales pitch**—If you make a promise, make good on it. Simple as that.
- **Maintain open communication channels**—Post contact information on all pages and respond quickly when someone emails, calls, or DMs.

- **Be honest**—Pretty straightforward; don't make false claims, be transparent about any limitations associated with products and honest about whether or not it will help solve a customer's problem.
- **Offer valuable content**—Content is no longer about ranking #1 for SEO, it needs to be useful. Before you post anything, ask yourself what you want your audience to gain by engaging. Center blog posts and videos around answering common questions or show your audience how to do something.

Of course, there's always more that can be done. We recommend thinking about your customer experience strategy as a living thing—something that can be adjusted and improved upon as you learn more about what your customers care about.