Article published on November 25th 2011 | Business

You have your business, which could be of any discipline be it sale of product or service industry. You would never like to end the relationship with any customer with one transaction only. You would definitely like the customer to visit you with smiling face, which would help to spread words for you for the product, service or price offered by you. In case you find that the repeats of visit by the customers are les than fifty percent of the total number, you should definitely consider undergoing .

In case you are in a sustained Customer Retention Program, you can expect a steady revenue base. The satisfied customers are your best form of advertisement through endorsements and last but not the least it is much cheaper to retain a customer than roping in a new customer.

The sustained Customer Retention Program, instilled in your business, this should be done down the line amongst the rank and file too to treat the customer as gold.

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Under , customer coming to you with a problem must be attended to immediately and you should be ready give replies to all the queries he has.

Freebies are very much appreciated by customers and if you can offer the same or any form of discount to loyal customers, this would be an

Added advantage.

The most important for a loyal customer is to get response from you 24x7. If a customer faces a problem even at the middle of night and contacts you for a solution, it should be attended to immediately instead of waiting for the next morning.

. As stated earlier, word of mouth is strongest media vehicle available cost. If your close one recommends your establishment, you tend to believe it and would like try to it. Under Customer Relation Program, treat customer in the best possible way.

Article Source:
http://www.articleside.com/business-articles/how-to-retain-loyal-customers.htm - Article Side

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For more information on a customer retention programs, check out the info available online; these will help you learn to find the a customer experience management!

Article Keywords:
Customer Retention Program

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