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If you are a businessman, then surely you must know that what a vital role your customers play in keeping your business alive. If you are able to please your customers then you will be in a win-win situation. But there is one more important aspect that should be emphasized and that is retaining your customers. Reason being, a major chunk of your profits come due to repeat purchases of your loyal customers. Thus, if you manage to keep them glued to your services for a considerably long time then you have no reason to worry at all for losing your business.

A survey shows that about 68% of your customers may leave your services if they feel neglected and uncared for. Therefore, you should make sure that you are not casual in this regard. Sometimes going that extra mile can work wonders for your business. The customer retention programs are worth talking about in this context. With the help of customer retention programs you can conquer the hearts of your customers.

The approach is quite simple and if you follow it to the letter then the ball will be in your court. Offer discounts (say 40-50%) on goods on special occasions. If possible offer bonus points on every purchase to encourage your customers to buy frequently from you. In some instances, remembering the birthdays of some of your customers and sending them gift cards or greeting cards will attract them towards you and you will also gain their goodwill. It is an obvious matter that people get pleased when they are wished on their birthdays or during some special occasions. So you can take advantage of this fact.

Again, Facebook can also be used to generate customer feedback via online threads or forums. If you wish you can ask your customers to schedule appointments online. This will enable you to fulfill their needs even more gracefully.

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For more information on a customer retention programs , check out the info available online at http://www.turningpointgroup.com

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