

# Customer Retention

## *Briefing*

In this fast paced world, your customers (internal and external) can disappear in a heartbeat. Everyone is busy. Everyone is stressed. Making things work for you and your customer is harder now than ever – unless you have the communication skills to make things happen.

Your communication skills determine how well you maintain and build on key relationships with customers. The result of positive working relationships is greater profits, greater efficiency, and relief delivered in multiples. Customers are more sophisticated and better educated. They are bombarded with incentives to go elsewhere. They stay because of the actions of everyone in your organization.

### **Strong relationships bring:**

- Profits through repeat business and a stable relationship
- People attracted to organizations that are successful in dealing with others
- Potential opportunities as they come to you first with questions

### **You can increase your customer retention success by:**

You'll learn ways to...

- Identify problems before they begin
- Deal with conflict when it occurs
- Contribute to your customers so they will stay forever
- Use communication skills to uncover real-life issues

Customer retention is critical to ongoing success. Governments, non-profits, and corporations are all re-evaluating their alliances. Unless your relationship is strong, you and your department could find themselves without their number one customer.

### **You and your people will learn powerful new ways to....**

#### **1. Evaluate current relationships.**

Determining area of needs and issues that need resolution.

#### **2. Communicate with the critical leaders of your customer's group.**

Identify and address the personalities who make the decisions even when they don't have titles.

#### **3. Redirect energies to positive activities.**

Cut problems off at the base, before they put everyone at risk.

#### **4. Manage your relationships effectively.**

Time is a critical element – find and manage your time for successful relationships.

#### **5. Direct others to make customer retention happen.**

Getting others on the same page is key – you can't do it all.



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## *Outline*

### **Make customer retention happen**

- Defining your best customer
- Keeping the right customers
- Linking plans to the bottom-line
- Staying in touch with your customers
- Building relationships
- Aligning your needs with your customers' needs

### **Planing for long-term success**

- Developing a customer service plan
- Working in tandem with other departments / organizations
- Critical communication skills
- Staff makes retention happen
- Adding to the communication skills of your staff
- Starting new employees in the right direction
- The 2 negotiation techniques you must know

### **Putting your customer retention plan into action**

- The big picture stuff for customer retention
- Making the environment part of you and your desires
- Kick off your program with a bang
- Putting the power of questions and values to work for you
- Asking the right questions of everyone involved
- Making your operation the place to be
- Creative solutions to common day issues

### **Adjusting the plan as you need**

- Flexibility to achieve success
- Programs that make your service the best
- Aligning activities to make everything work together
- 5 communication skills of the communication masters
- Planning for recovery
- Measuring success
- Rebuilding the plan from the ground up - even when its working great

*Gaining the customer retention you'd expect.*



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