



## 10 LAWS TO INCREASE CUSTOMER LONG-TERM VALUE

- 1. Commit to quality service.** Devote to creating a positive customer experience that creates both relationships and sales.
- 2. Be proactive- Aggressively seek out customer complaints.** If you do not ask, you will never know.
- 3. Know your customers.** Tailor your services and products to satisfy the customer's needs and buying habits.
- 4. Listen to your customers.** Let the customer know that you are aware of their comments by saying Thank You.
- 5. Build Staff Loyalty.** If the business has a loyal staff, the loyal staff will build the business.
- 6. Train your Employees & Reward their Efforts.** Train your employees to effectively build relationships with the customers and reward their efforts to build loyalty.
- 7. Deal with Complaints.** Solve the customer's problem and position your business to reap the benefits of good customer service.
- 8. Be helpful –** Go above and beyond by designing solutions to your clients' problems.
- 9. Win back Customers.** Increasing long-term value of each customer can be 60% of the businesses annual revenue growth. Implement customer loyalty programs.
- 10. Work to strengthen the Customer Experiences.** Map out the customer experience and evaluate each contact point for weakness and opportunities.