



**A SIMPLE GUIDE TO
CUSTOMER RETENTION
IN CRISIS.**

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The New Normal

There are changes that have come to stay and we have to accept that yesterday is over.

We have to ask ourselves what businesses need right now.

The New Normal

Without crisis there is no
improvement.

We must not waste this crisis.

Crisis will test your capacity.

What is Customer Retention

Providing the enabling environment for the customer to remain and grow with you.

Improving customer experience.

Facts on Customer Retention

It is 3 -10 more expensive to acquire a new customer than to retain an existing one.

Customers remain where they are celebrated.

Improving customer retention by 5% can boost profits by as much as 100%

Changes that occur in crisis.

Your thinking will change.

Your knowledge will change.

Your responsibilities will change.

Your relationships will change.

Your job description will change.

Your priorities will change.

What must we do during crisis?

Look for ways to adapt and spread hope.

Emotional engagement is the way
forward now (Empathy)

Communicate proactively to your
customers as businesses are facing
tough times.

Landmarks for customer retention.

Identify gaps and fill those gaps immediately.

Continuously improve and have strong values and principles.

Handling complaints.

Acknowledge receipts of complaints immediately.

Apologise and listen carefully.

Resolve the complaints swiftly.

Be prepared to encounter customers who are stressed and frustrated.

Customer Retention Questions

What are the expectations of our customers in crisis.

What plans do we have to retain and care for our staff?

What new products will we offer our customers during crisis?