

# A STEP-BY-STEP ECOMMERCE GUIDE TO IMPROVING YOUR CUSTOMER RETENTION



You need your customer numbers to grow. That's a fact.

But what if you can make your existing customers satisfied so they keep returning to you and refer you to their friends and family. A double whammy, isn't it? Saves you money and time, while also building an army of loyal brand advocates for your company.

According to statistics, you spend up to [seven times lesser](#) on customer retention as compared to acquisition. Another research points out that [raising your customer retention rate by 5 per cent](#) can increase your earnings by up to 25 per cent. And that's quite a jump!

As a marketer, selling to a happy customer is much easier than selling to someone who's new to your product or service. And that should be enough to turn your focus towards customer retention.

***“But my customers already love my product. What more should I do to retain them?”***

Find out effective ways to keep your customers from jumping ship — and provide you with an ongoing stream of revenue in the long run.

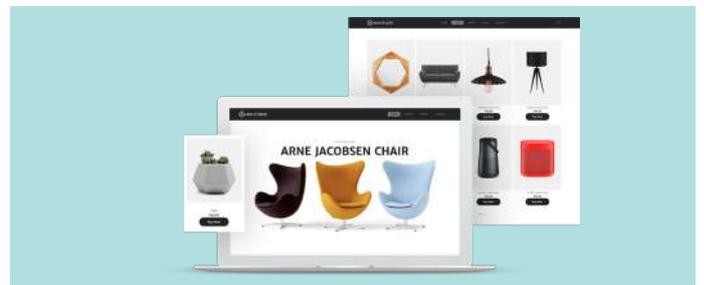
# Boost Customer Retention with These 7 Tips

Customer retention is the process of getting existing customers to continue buying products or services from you. If you don't invest in retention, you're losing a lot of money by losing existing customers who are already familiar with your product.

Here's an start-to-finish customer retention guide with easy-to-follow steps that'll help you woo your customers and keep them coming back for more.

## Step 1: Provide a Seamless User Experience

Seamless user experience will boost both your acquisition and retention rates.



Take a simple example. You came across a fashion website at work and found a cute dress. You decided to purchase it later. On your way back home, you opened the site on your mobile to find that it doesn't load properly.

What do you do?

Chances are you'd abandon the purchase and never revisit the site. And that's why we stress on responsive web design so that your users won't have that option.

A responsive website reacts to the size of your user's device, ensuring your website looks good and works well on any device — be it a laptop, mobile, or a tablet.

Besides responsive design check your website's loading speed, as slow-loading websites and pictures will rapidly kill your customer experience.

You can use [PageSpeed Insights](#) to check the loading time of your site. To increase your loading speed, try [TinyJPG](#) to compress images and avoid running too many scripts and plugins.

Use pop-ups and auto-start videos sparingly, as they may irritate users and keep them away from your site.

## Step 2: Welcome New Buyers with a Discount

First impressions matter. That's why it is essential to make your customers feel welcome through simple gestures. An example

would be offering them a discount on their first purchase once they sign up for your newsletter or company updates. This easy formula not only makes your users feel special but also helps you grow your mailing list effortlessly.



See how Popcherry, a famous Australian clothing store for young women, welcomes new users warmly with a 15% discount on their first purchase.

## Step 3: Encourage Users to Make a Second Purchase

According to data, [it is easier to sell to a customer once they have purchased from you](#), and their likelihood of returning to your store increases with every order they place.

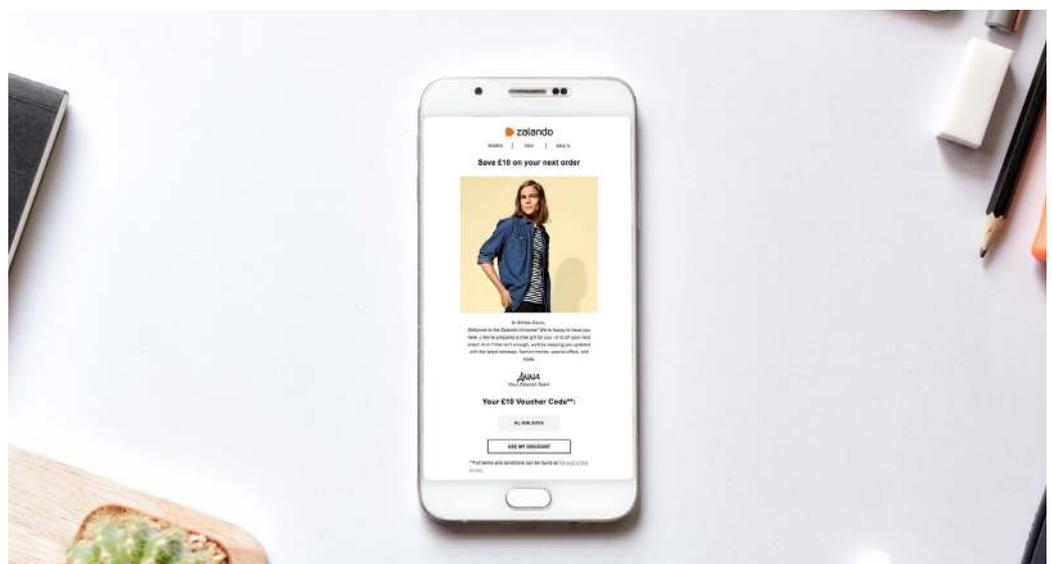
So make an effort to grab that vital second purchase. It won't be long until customers develop loyalty to your brand.

Looking for tips to encourage a second purchase?

### Say thanks with a discount

A thank you email is an excellent tool to welcome first-time buyers. Make them feel special with a time-limited discount that creates a sense of urgency, nudging them for a second purchase.

See this example from a fashion brand that hits the nail on point.



## Suggest products

Another good idea is suggesting products based on users' browsing history in the checkout email. Besides itemising an order, list the recently viewed items for a second look.

## Reward users

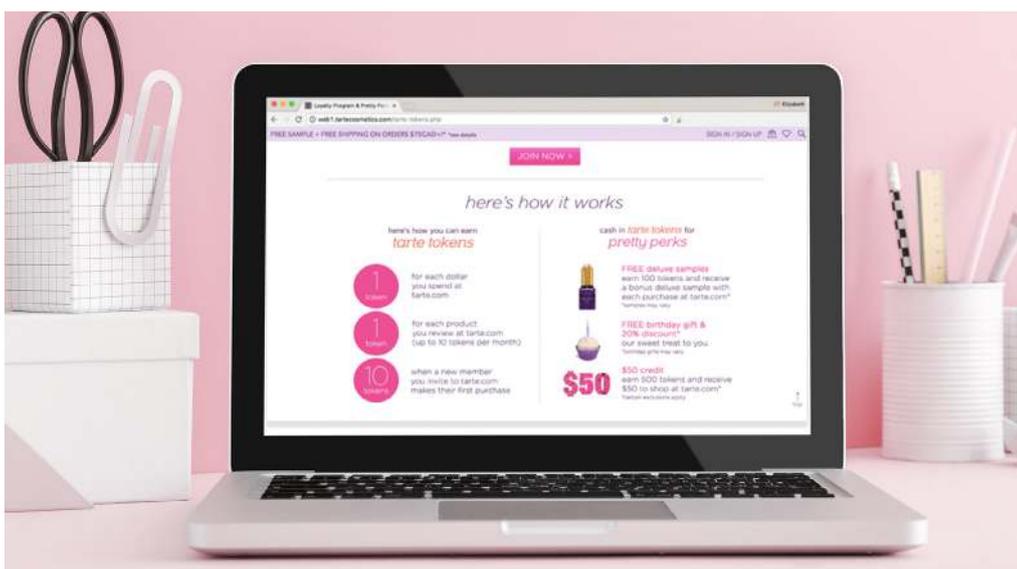
Reward users with redeemable points or discounts when they refer your site to friends. This not only spreads a good word about your brand, but it also compels users to make another purchase with the points or discounts they earned via referrals.

You can also offer shopping vouchers in exchange for feedback to make your customers feel valued.

## Step 4: Implement a Loyalty Program

If your customers know it is rewarding to purchase from you, they are most likely to return to your site. Of course, the loyalty program you implement may differ according to your product or service.

For example, if you are a software firm, you may offer existing clients early access to new features, depending on their level of spending. You can also offer discounts based on membership tiers or give redeemable points for every referral



Take the example of Sephora that runs a simple rewards-based program for its loyal members. Customers earn rewards for every purchase and can redeem these points for discounts and gift coupons to purchase more Sephora products. A win-win situation for everyone, isn't it?

## Step 5: Provide Reliable Customer Support

About [67 per cent of customers switch brands](#) due to poor customer service experience. Start improving your retention rates by boosting your customer service.



Start by offering multi-channel support, so customers are not forced to call you. Instead, they can meet you on a platform of their choice. Second, invest in real-time support to show your customers you value their time.

Here's an interesting example on how reliable customer support impacts your company's bottom line. Some years ago, Intuit, the company behind QuickBooks, placed live chat widgets at various locations on their site and found that [live chat increased their average order value by 43%](#).

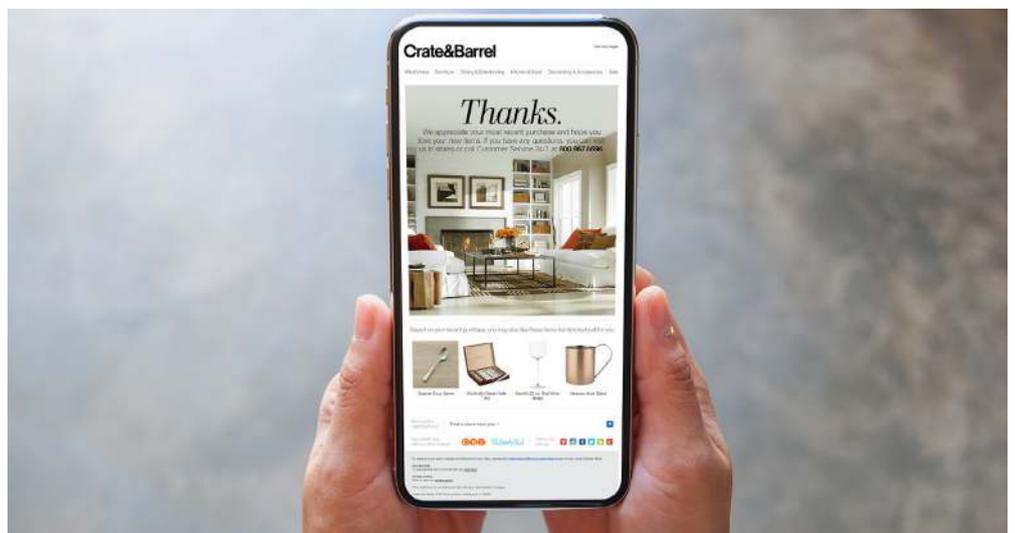
You can also consider deploying a customised chatbot for your business. It can start pro-active conversations, guide users around your page, and answer up to 80 per cent of straightforward customer queries to reduce the burden on your customer support team.

Monitor your social media profiles closely as customers often voice their concerns on social media. Make sure to get back to them as soon as possible.

## Step 6: Thank Your Customers

A [study by Remarkety](#) says that post-purchase thank you emails can boost repeat purchases on your site by 10%. Such emails are mostly sent a couple of days after an order is completed to thank the customer for the business and ensure their purchase goes smoothly.

Here is an example of a thank you email that is meant to cross-sell to customers.



You can also use your post-purchase thank you emails to share more information regarding your products or services with users. Use a post-purchase email sequence to convert a new customer into a recurring one. You can start by sharing links to blogs and videos that'll help users get the most out of the product they ordered.

In the next few days, you can follow up with another email asking them to rate their experience or share feedback. An easy way to do this is by including an NPS (Net Promoter Score) survey in your email with a textbox for specific comments.

Once you receive the feedback, depending on the experience of the user, you can offer them a discount for their next purchase or invite them to join your loyalty program.

## **Step 7: Nurture Customer Relationships**

You already know by now that repeat customers are responsible for a significant chunk of your business. But what are you doing to ensure that they keep coming back to you? With the days of hard-sell over, it's time to nurture the relationships you have forged with your customers to create an army of loyal clients.



In short, make a connection with your customers and nurture it. Reward them for their loyalty, send them valuable content, and ask for regular feedback. And when you receive feedback, don't forget to act on it and close the loop by sharing an update with relevant users.

Leverage social media by listening to what your customers are saying about you. Be part of their conversations and discussions while always maintaining a friendly and polite tone. Even if you receive negative feedback, handle it gracefully by responding in a positive and genuine note.

## **Conclusion**

Retaining customers is not rocket science, but it requires empathy to understand user expectations and craft strategies to meet them. By setting in motion a thoughtful retention strategy for your customers, you can boost your sales and create loyal spokespersons for your brand.

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