



## Customer Retention Document

### 6 Essential Things to Consider When Reducing Customer Retention and Complaints



#### 1. BUILD A ROBUST STRATEGY

- simply managing complaints calls, emails and tweets in a reactive fashion isn't a strategy. To be great, we need to pay greater attention and build out comprehensive customer retention programs.



#### 2. SET A MONTHLY BUDGET

- ensure that your team has an operating budget to distribute reimbursements or future discounts to customers that have been wronged or received a negative customer experience.



#### 3. APPOINT A SINGLE POINT OF ACCOUNTABILITY (SPA)

- you will need a single entity within your company to receive, manage and resolve customer complaints.



#### 4. EMPOWER YOUR TEAM

- this complaint management team should have the authority to resolve complaints as soon as possible without having to seek approval from a senior manager. Trust your team!



#### 5. CHANGE YOUR PERSPECTIVE

- We need to have a different perspective on customer complaints. Your customers aren't always trying to cheat you by filing a complaint. Keep an open mind.



#### 6. DON'T JUST PUT OUT FIRES

- Resolving a complaint is good. Learning and findings solutions to why your customers are complaining is what People-First Culture companies do.