



CRM Strategy

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CRM Strategy

Vision: To offer the most empathetic and personalized customer experience within the swimwear/beachwear industry

Strategy: Emphasize pre-sale and post-sales customer support.

Customer is always right but don't stop there. Inquire what went wrong and always let them know their feedback will be incorporated on finding a solution for future buyers



CRM Strategy

Business Objectives:

I. Economic

I. Profits

II. Market Growth

II. Societal

I. Pay competitive rates to all employees/ individual contractors

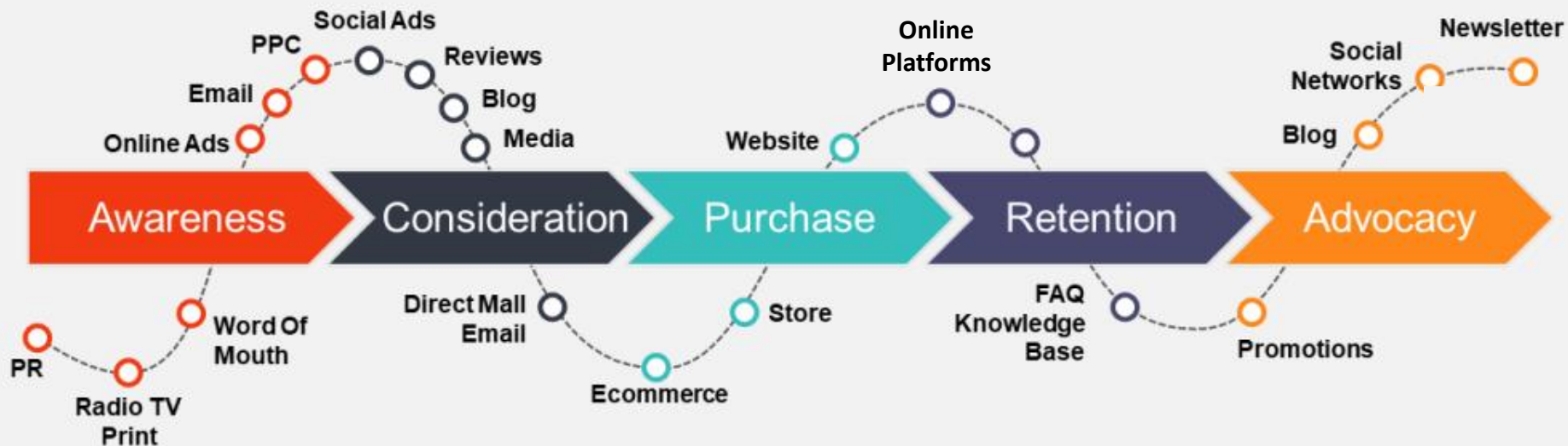
II. Supply quality products at a fair price

Key Success Metrics

- ✓ Customer Acquisition Costs
- ✓ # of Distribution Channels
- ✓ Lead Volume % increase
- ✓ Customer Satisfaction Score
- ✓ Customer Lifetime Value
- ✓ Repeat Purchase Rate
- ✓ Average Order Value
- ✓ Average Order Return Rate

CRM Strategy

Customer Roadmap/ Touchpoints:



Pre and Post Sales CRM Strategy requires heavy focus on the Awareness, Consideration, Retention, and Advocacy touchpoints



PR
Social Media



Reviews
Social Ads



FAQs
Email President



Celeb Partnerships
Blog