

# How Post Purchase Customer Experience Can Improve Customer Retention for Retailers

Repeat customers is the goal of any retail store owner. Customers who have been satisfied with their experience in your store are more likely to purchase from you again. Creating this type of customer loyalty requires utilizing the right methods to maximize success.

What follows are a few tips that will help you generate a better post-purchase experience. The result will be to increase the likelihood of creating repeat customers. It all begins by identifying what type of efforts work in creating the best customer experience after the purchase.

## What is the Post-Sale Experience for Customers?

There has been considerable research in all aspects of selling products, including what happens after the sale. What many retailers may find amazing is that many customers will still do research on a product after they have made the purchase. For example, skin care products have a whopping 60% of customers researching additional details after they have bought it.

In other words, the research does not stop once the purchase is made. Which means that the sales experience does not end when the customer walks out the door. Understanding that the post-purchase experience will have a profound impact on repeat purchases will help guide your efforts in creating repeat customers.

Of the many aspects associated with the post-purchase experience, there are four that truly stand out. What follows is a starting point of where your customer experience can be improved.

### Fair Prices

It goes without saying that if you can provide a lower price for items that customers want, you are more likely to make the sale. This not only creates a strong purchasing experience, but continued low prices on the same, similar, and complimentary items will create loyal customers.

### Positive Customer Reviews

Most customers will turn to reading online reviews before making a purchase. The power of positive reviews is quite telling. Which means that retail store owners should strive to ask customers to review their experiences after purchasing products. And to make improvements where needed in creating the best customer experience.

### Brand Loyalty

Admittedly, brand loyalty is not what it used to be. There was a time when consumers would faithfully purchase from a brand even if they could find the same product at a

lower price from another brand. However, that has changed significantly over the past few decades. But brand loyalty should not be entirely dismissed, especially if it is the dominant brand of a singular product.

### Insights

Listening to your customers is crucial in finding the right information about the products you offer. From product reviews to asking for reasons why products are returned to just chatting with customers about their interests. The more you know, the better you can use that information to stock your store with the right products and brands.

Now that you understand the major components to creating the best post-purchase experience, the next step is creating a plan that maximizes the potential for repeat customers. This means identifying aspects of your store, both brick and mortar and online, to see where such changes need to be made.

### Shore Up Weaknesses

Retail stores consist of strengths and weaknesses in terms of what repeat customers want. Everything starts with an honest evaluation that identifies areas where your store excels and where it is still wanting. In terms of retail, the strengths tend to take care of themselves if the weaknesses are addressed.

Identify areas that need improvement and begin the process. One of the most overlooked areas to work on is employee training. When your staff is properly trained with deep product knowledge and how to sell properly, you can reap the rewards quickly. But remember that this can take time in most cases, so do not try to rush it. Instead, work on incremental improvements until you reach your goal and keep an eye on the results.

### Use New Technology

This may seem like a simple concept, but embracing new technology can be difficult for many retailers. The obvious reason is when the tried-and-true works, why change it? The answer is that new technology can make what you do easier, faster, and less expensive. All a person must do is look at the changes to the internet over the past two decades and see how things have become easier, faster, and cheaper for consumers and retail store owners.

But embracing new technology is more than just a convenience. For younger customers, the appearance of new technology can add to the overall consumer experience. Millennials for example have a strong positive reaction to new technology, especially when it makes things more convenient. The more retailers embrace technology, the more likely younger customers will respond.

Of course, that does not mean all advances in technology should be embraced. You will need a discriminating eye to distinguish what works for your business and what simply

looks more advanced. It can be easy to follow trends and buy new equipment and software that turns out to be a dud.

### Make Returning Products Easy

This may seem counterintuitive as the focus is on making it easy for customers to get back their money. But in truth if a customer is not satisfied with what they have purchased, making it simple to return offers a pathway towards repeat purchases.

You can start the process by linking to the return section on your website. Add your return policy to confirmation emails and other communications you make with your customers. Set up a system that makes it easy for customers to return your product.

For example, create an online return page or mobile app by scanning or entering the return barcode and placing the item in a locker or other secure location. Such a process takes less than a minute for customers to complete and they can receive a confirmation email. If you assign certain lockers in your store for returns, you make the process easier on you as well.

Improving the post-purchase experience for customers begins by understanding which factors can provide the most value in delivering a satisfied customer. It continues by evaluating aspects of the customer experience that allows you to WOW your customers, and emphasizing products that offer strong repeat business. By creating a better post-purchase experience, you can increase repeat sales and develop loyal customers that come back often.

### **About the Author:**

Elias Amash, President of GRIP, is an industry veteran with more than 30 years of experience in global sourcing, manufacturing, distribution, retail merchandising, fulfillment, marketing, technology, and operations. He is a trusted partner to hundreds of retailers and has “leveled up” the industry with GRIP’s undying commitment to offering only the highest levels of service to its customers. Amash has published several books: 8 Skills That Pay Off Forever, The Top 10 Most Important Lessons, The Retail Advantage: How to Win the War with Amazon, Retail Survival: Who Lives, Who Dies and Why, The 50 Most Important Lessons in Life, The Future of Retail, Importing from China: The Good, The Bad, and The Ugly, and 101 Bright Ideas: Winning Tactics to Increase Retail Sales.

### **About GRIP:**

GRIP was incorporated by Charles Amash in 1980 and has grown into one of the nation’s top suppliers of innovative products to the retail industry. Located just south of Grand Rapids, Michigan, GRIP features a 200,000 sq ft state of the art warehouse facility including a 2,000 sq ft product showroom. GRIP carries a product line of over 1,000 specialty tools, tarps, automotive, cargo control, cleaning, LED lighting, magnetics, outdoors, household items, impulse and general merchandise. GRIP has a proven track record of excellence in supplying retail clients with innovative products,

timely fulfillment, and world-class customer support. At GRIP, everything is about earning your business...one customer at a time. It's about building relationships and fostering business partnerships that will last long into the future. Our goal is to have Customers for Life. The future at GRIP is exciting and we're hoping that you can be a part of it as one of our many Customers for Life.

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**For more information:** 616-877-0000 [elias@gripontools.net](mailto:elias@gripontools.net)