

# How to Reboot Customer Loyalty for Retail Businesses

In the world of retail, the customer is king. The most important thing when it comes to your business's customers is their loyalty. If you can keep them coming back for more, then you'll be on the right track for success. However, new retail businesses are constantly popping up, competing for the same customers. What do you do if there is a lapse or a lull in your customer loyalty? That is when you may need to refresh your approach to pulling in clients and keeping them happy.

These days, it's not enough to just have a perfect service or product for your customers. When customers are buying what you're offering, they expect you to stick with them. It's about the experience that they are looking for when they buy your product or service. This is why having an excellent relationship with your customers is the best path to success in today's world. Did you know that roughly 58% of consumers will drop a business if they receive bad customer service? Yes, that's accurate. The customer rules all when you are a retail business, so keeping them happy and engaged should be a top priority. In today's article, we will be going over what customer loyalty means and a variety of ways that you can reboot customer loyalty for your retail business.

## How do you define customer loyalty?

Customer loyalty is essentially about the relationship your business has with its customers. When you create a solid relationship based on great product/service, customer service, and staying consistent, you can form a bond with customers and keep them coming back time and time again.

A loyal customer is a customer that will go out of their way to buy from your business. Sometimes that means traveling a little further to get to you, spending a little extra to get your product/service, and even sharing the word about your business with those around them!

Here's a great example of customer loyalty: there is one particular store that provides the best gourmet food items from around the world that you've ever tried. They are located in another state, but whenever you are in town you make sure to stop in to visit and pick a little something up. You're on a first-name basis with the owners, and you will even make purchases to get shipped to your friends and family from their online shop.

Now that you get the idea of what a loyal customer looks like for your business, let's look at some ways to make sure you are fostering this loyalty or, in some cases, rebooting it.

## **How do you boost customer loyalty?**

Let's say that you have a lapse in customer loyalty. It's not a great feeling or a great place to be, so you need to start taking some steps to find out why, and then add in ways to pull those customers back in.

- Examine your customer service, as a start. Have you been getting complaints about how your customer service has been doing? Your customer service is, as we mentioned, one of the keys to customer loyalty. You need to make sure that your team is putting in the maximum effort towards keeping your customers happy while they are shopping as well as afterward. Implement tools to help achieve this, like customer service software, which can take in feedback and keep track of your key metrics.
- Start a rewards program. People love getting rewarded for spending money. It makes them feel like it's more worth it. Create a program that will incentivize their continued patronage. This program should offer things like perks or discounts and can take many different forms, such as a points system or a pay-to-play program. Find what will fit best with your business and your customers.
- Send a surprise. Who doesn't love receiving a nice card or email? Go the extra mile to send a little something to your customers to make them smile. No need to get crazy with the gift but doing this will make your customers feel cared for and will encourage them to return for more.
- Make sure your business has a community. A community of customers will be a group of like-minded people who love the same things. As a business, you can leverage this to boost loyalty by being involved and fostering that dedication.
- Keep them involved. This sort of falls into the idea of community. If you want to build up or rebuild customer loyalty, you need to keep your customers involved. If something is going on, tell them in the weekly email. This goes for good or bad things. Own up to any mistakes and make efforts to fix them. This will show your customers that you are willing to admit that you are human, as well as that you as a business are here to do your best to make it right.
- Get personal. Part of what makes a customer appreciate a business is when the business makes a point to get connected with them. This means paying attention when having interactions with your customers, being considerate and human when handling situations, and just generally keeping things honest and open.
- Take and use customer feedback. While this seems like common sense, it often gets overlooked by businesses as far as putting the feedback into effect. If your business doesn't utilize the feedback it receives, it gives a terrible impression to

your customer that put in that feedback. Feedback is important for both improving customer service and product/service, so you need to pay attention to it.

So, what do we want you to take away from this article? The biggest thing to realize is that loyal customers mean a healthier retail business, so fostering customer loyalty is the key to success. If you notice that your customer loyalty has dropped off, then you need to take a look at what you can improve on or add in to revamp and reboot their loyalty. The basic rule of thumb for customer loyalty is to respect your customers and make sure that you show them this respect when you are interacting with them.

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#### **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)