

# How Retailers can Improve Customer Loyalty

It may seem that customer loyalty is at an all-time low. With the pandemic changing the shopping habits of customers, it has become more difficult for businesses to maintain the loyalty of their clients. For younger customers, keeping them as part of your repeat buyers is challenging, but not impossible.

What follows are proven methods to enhance customer loyalty even during trying times. While these methods are not guaranteed to enhance the loyalty felt by all customers, they should help you to retain more of them so they become repeat buyers.

## Reduce Bad Experiences

Arguably the main reason why customers leave brands is because they had a bad experience with either the product or service provided or with customer service itself and often both. One bad experience is usually tolerated, but when they build up a customer is quite likely to simply leave and purchase from the competition.

The solution is to incorporate the human touch into all aspects of your contact with customers. From the purchase to solving any issues they might have, creating that emotional connection will help reduce the number of bad experiences a customer might have.

Of course, you cannot eliminate all bad experiences, such as when a product is damaged when delivered or a misunderstanding in terms of a service provided. But the customer service aspect of your business can make up for that.

Companies that work with customers face-to-face, such as retail shops, airlines, and similar services can employ training to enhance the ability of their employees to interact successfully with customers.

A bad experience with a product for example can turn into a positive when it is dealt with correctly by customer service. For example, a product that is damaged upon arrival can be addressed by responding quickly with a replacement. This turns a bad experience into a positive view of the company. Customers will become more loyal to businesses that respond quickly to their needs.

The goal is to limit the bad experiences that a typical customer might face. Otherwise, they will find another place to shop. Providing high quality products or services combined with a responsive customer service approach will limit the bad experiences customers will face with your business.

But that is only part of the approach needed to keep customers loyal to your store or brand. There are proven methods you can employ to get repeat business year after year.

## How to Earn Customer Loyalty?

Customers are loyal to their favorite brands for the following reasons: ([Clarus Commerce](#))

- Higher quality product (27%)
- Strong sense of community (22%)
- Better prices (17%)
- Knows me and my preferences (11%)

Taking a proactive approach to earning customer loyalty starts with offering programs and incentives that boost the chances of repeat business. It's a known fact that customers enjoy discounts, but you can do that and more if you offer the following:

Subscriptions: Considering the number of subscription services available and the customers that use them. This is a potential gold mine of profits if you create one that fits the needs of your customers. A subscription service provides discounts, rewards, and faster access to products compared to standard shopping methods. In addition, the feedback you receive from customers will help you shape the subscription service to meet their needs in the future.

Analytic Models: Loyal customers are not static. In fact, there is considerable movement in terms of what makes a loyal customer. Age, experience, and behaviors play a powerful role in what helps a customer remain loyal to a company.

Using analytic models will track customer behavior, so that you can see what new strategies might be employed. Although the results are not guaranteed, you will have a lot more information to work with when addressing the needs of loyal customers.

Trust: If you earn the trust of customers, you earn their business. Trust is the focal point of all interactions with your customers. So many consumers will make their purchasing decisions based on trust, especially during the holidays and other times of the year when time for researching simply is not available.

Plus, earning the trust of one customer means that they may tell their friends and family about their experiences with your business. That means getting more customers for your company.

Branded Credit Cards: This is another tried and true technique that offers substantial rewards for your business. A credit card branded to your company means customers get the discounts they want without the hassle of coupons or other programs.

Branded credit cards can be store cards that customers use to get the discounts they desire. They are commonplace in grocery stores, retail shops, and the like. Adding them to your store can be most helpful in building customer loyalty.

Loyalty Programs: You might as well be up-front with your desire to have loyal customers. A proper loyalty program not only offers discounts, but also flexibility in terms of addressing customer needs. This may mean special access to new or limited release items, reduction in shipping costs, or offering other products not available to all customers.

Identifying the products or services that customers use regularly and offering discounts is a great way to keep customer loyalty intact. By identifying what people buy the most, you can offer discounts through loyalty programs, branded credit cards, and the like to keep them purchasing over and over again.

### **Stay on Top of Customer Loyalty**

In other words, the only constant in the universe is change. And customers will change their habits especially over generations. By making it a habit to examine the data daily, seeing what changes are happening, and responding quickly you can keep most customers for a long time.

This does require a daily effort, but the results are worth it over the long run. By putting in a little time each day, you can spot new trends, products, or services that customers are responding to along with those that have them losing their interest.

Being responsive to the needs of your customers, builds customer loyalty. The result is that your business will take off in new directions and make sales that were otherwise not possible when you focus on providing repeat customers what they want.

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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.

**Where to get educated:** GRIP Retailer Education [www.gripretailer.com](http://www.gripretailer.com)

**Check out our Company Website:** <https://www.gripontools.com/>

**GRIP Online Catalog:** <https://Gripontools.dcatalog.com/v/Grip-Catalog-2022/>

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