



# Customer Retention and Collaboration

Course Duration: 2 Days

## PURPOSE

An essential and primal question is:

“What drives customer loyalty to service providers and stakeholders?”

Customers build trust and reliance on providers when they receive high-quality services.

This foundation of trust encourages them to return for future needs. Customer retention focuses on strategies that foster repeat business and enhance profitability from existing clients. By effectively implementing these strategies, you can deliver exceptional value and maximize potential from your customer base, ensuring long-term success.

## MODULES

1. Ways companies can improve customer retention
2. The 8 C's of Customer retention
3. The Value Chain Analysis
4. The 4 stages of Customer Retention
5. Collaboration versus Competition; Loyalty and Friction - CRM in the 21<sup>st</sup> century and beyond
6. Finding new paths to strengthening success
7. 14 Effective Customer Retention Strategies
8. Tips and keys to effective Collaboration

## OUTCOMES

- ✓ Defining Value creation and its impact in the long term
- ✓ Understanding value chains, deliverables, outcomes and impact
- ✓ C's Model of Customer Experience: Clarity, Convenience, Choice, Communication, Cast, Control, Consistency and Connection
- ✓ Understanding the pillars - Providing simplicity, building trust, and ensuring ongoing recognition of customers
- ✓ Steps to increasing Customer Retention - Having the necessary and hard Conversations
- ✓ Using metrics, tools, culture, and approach - customer retention metrics
- ✓ The 3 P's of collaboration
- ✓ The 7 keys to creative collaborations
- ✓ Knowing when to let go

## WHO SHOULD ATTEND?

All Executives and Managers who are involved in strategic growth & sustainable development.

This course is targeted at applicable levels within the organisation – who are focussed in the sustainable growth of markets, customers, and stakeholder engagement. They are involved in the overall safeguarding of the future of the organisation.

**SPECIALIST FACILITATOR, CONTENT ADVISOR,  
AND ACTIVITY DESIGNER - DONALD HJUL**

Specialist Facilitator and Professional OD Consultant who has over 40 years of joint experience in the Private, Public and NPO sectors across international boundaries and within many sectors and industries.

He leverages his extensive management and leadership experience—from intern to executive level—to consistently create impactful, practical, and experience-driven programs for clients focusing on the three M's: Mindset, Mechanics, and Motivation.

Our passion, is to empower individuals and organizations to achieve continuous and transformative human performance improvement, throughout the Human Capital Management landscape

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