



CUSTOMER RELATIONSHIP MANAGEMENT

Retention

Prevent At-Risk CRM Members from Lapsing

Most CRM Managers attempt to prevent subscribers from becoming inactive by sending out offers and promotions more frequently. However, these standard CRM retention efforts consistently fall short. Infusing urgency into existing campaigns is an easy way to boost CRM efforts and engage at-risk subscribers. Motivating at-risk members to convert to another channel can also help deepen the digital relationship.

Incentivizing CRM subscribers to interact on other channels - such as social, SMS, or mobile app - can drive stickiness and boost conversion. By targeting this specific segment - those that have not yet lapsed but are at-risk of churn - brands can prevent CRM subscribers from becoming inactive and maintain engagement.



Reengage Lapsed CRM Subscribers

Although achieving 100% retention isn't possible, there are ways to spark engagement and bring back CRM subscribers after they've become inactive. Creating a richer offer experience can quickly boost participation and reengage CRM members. Adding a layer of exclusivity to existing campaigns will motivate the targeted audience to act.

Psychological motivators can also be infused into current campaigns to peak lapsed subscriber interest, such as scarcity, anticipation, empowerment, and competition. Surveying lapsed email subscribers can also provide insight regarding subscriber behavior while amplifying reengagement efforts.



Lift in retention rates by adding psychological motivators



Increase in response rates from inactive CRM subscribers using Quikly

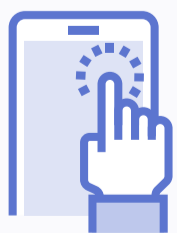


Increase in click-thru rates



5%
INCREASE

According to Bain and Company, a **5% increase in customer retention can increase a company's profitability by 75%.**



80%
FUTURE REVENUE

Gartner Group statistics tell us that **80% of your company's future revenue will come from just 20% of your existing customers.**



50%
EASIER

According to Marketing Metrics it's **far easier to (about 50% easier) sell to existing customers than to brand new prospects.**



5X
LESS EXPENSIVE

The cost of retaining an existing customer is **5X less expensive than acquiring a new one. (Invesp)**