

## ▪ Renewals & Winbacks

When it is time for your customers to renew a service or subscription, you are at risk of losing them to a competitor or inertia. At renewal your customers re-think their initial decision to purchase a product or service from you. When your customers become inactive, it is your responsibility to make every effort to winback their business.

In each situation you have already made investment in customer acquisition, with the value of an inactive customer second only to the value of an active customer. You also know who your customers are, what they have purchased before and what they are likely to want from you.

Interactive CRM, based on the information you have on your customers, gives you maximum flexibility and minimal limitations so you can easily establish a personalized dialogue with each customer, and achieve your activation and retention goals.

Profitability. Interactive CRM programs are a cost efficient way to keep your customers and build your business.

### *Benefit to you*

#### *Rationale*

It is always more costly to acquire new customers than to keep the customers you have. Relevant and timely CRM programs can increase renewals. Similarly, an inactive customer, who chose to do business with you at one time, may be persuaded to try again.

#### *Implementation*

An interactive CRM platform allows you to communicate with your customers on an individual level and begin a very personalized dialogue based on purchase history, demographics and lifestyle information. Surveys and quizzes help you monitor customer satisfaction and intentions. Responses are tracked automatically and customer response prompts additional questions or bounceback information to counter an issue identified by the response or sell additional products. Current customer data is captured and added to your CRM database.



- Retail Traffic System
- Database Design System
- Data Collection Service
- Hosting Service