



Customer Retention Workshop

# How to Get More Regulars



# We Want Regulars Because ...



They Spend  
More Money



**They'll Try**  
New Products



They Give  
Free Promo



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# INSIGHTS



On average, repeat customers spend 67% more than new customers.

Business.com



Increasing customer retention by 5% can increase your profits by at least 25%.

Bain & Company



TYPE IN  
THE CHAT

Why would a customer  
choose to leave a business?





# Reasons Customers Leave



# Reasons Customers Do Business Elsewhere

Inattentive Staff

Poor Service

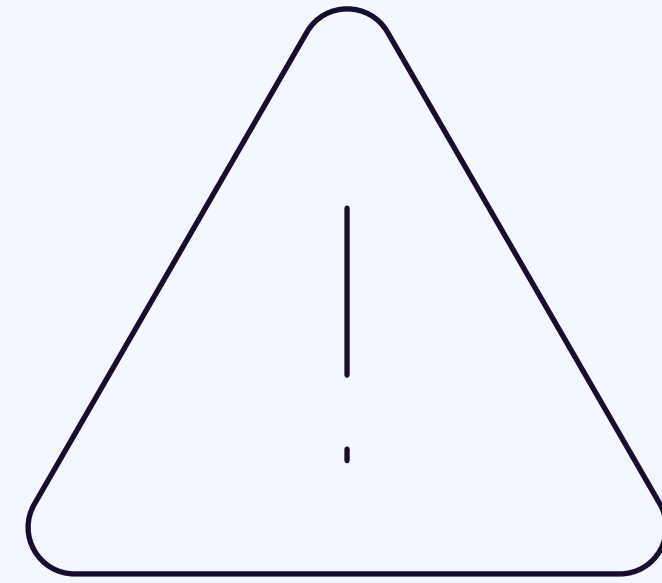
Hard to Book an Appointment

No Reason to Remain Loyal

**They Don't See the Value of Staying**



# We Want to Stop This



~~Inattentive Staff~~

~~Poor Service~~

~~Hard to Book an Appointment~~

~~No Reason to Remain Loyal~~

~~**They Don't See the Value of Staying**~~





# What to Do Instead





# What to Do Instead



Excel at Customer Service

Provide a Hospitable Environment

Make Clients Happy Before they Walk In

Offer Regular Deals and a Loyalty Program

Sell Popular Pet Products

Give an Invaluable Experience



Now Let's Break it Down!





# Excel at Customer Service

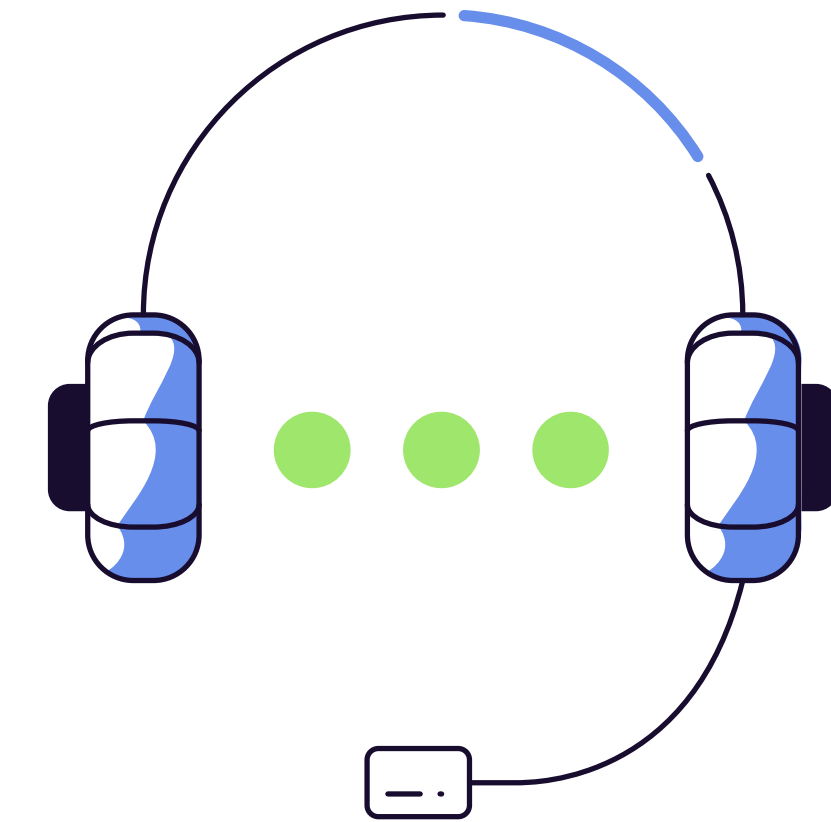


# Excel at Customer Service

*In the U.S., 17% of customers will stop doing business with a company after one bad experience.*

PwC Future of Customer Experience Survey 2017/2018

- Coach staff on good customer service practices
- Offer easy payment methods
- Make sure staff is well informed
- Build a rapport with customers





Provide a  
Hospitable  
Environment



# Provide a Hospitable Environment

Make people feel at home. Offer refreshments and entertainment for clients and their pets.





Keep 'Em Happy  
Before They Walk In



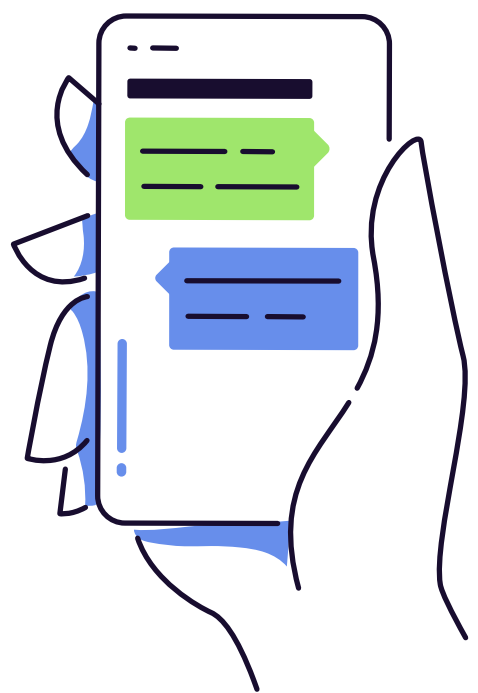
# Keep Em Happy Before They Walk In

*The customer experience starts long before your customers are seen*

Make it easy to book appointments

Send text and email reminders of their appointments

Let customers know if you're running behind







# Offer Deals and a Loyalty Program



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# INSIGHTS



77% of consumers say they are likely to stay with a brand that has a loyalty program.

2018 Bond Brand Loyalty Report



64% of loyalty program members will increase shopping to get more points.

Visa and Bond



# Offer Deals and a Loyalty Program

Link deals to the initial loyalty program sign-up

**Offer deals to customers as a “Thank You” for booking**

Consider a membership program





# Sell Popular Pet Products



# Sell Popular Pet Products



Increases Customer Interaction

Customers can see you in between appointments

New Streams of Income

As well as more reasons to love your business





Give an  
Invaluable  
Experience



# Give an Invaluable Experience

**GIVE** free tips to maintain grooming

**OFFER** product suggestions (maybe your products)

**PAY** attention to any changes you see within the pets



TYPE IN  
THE CHAT

**What's one thing you  
can do this week to get  
more regulars?**





# Questions



# THANK YOU

