

## **Customer Retention – whose job is it anyway?**

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We make no apologies for coming back to this old chestnut – the fact is too many companies see retention as a project, when really it is (in our view anyway) a facet of business as usual for all. Keeping customers should simply just be part of what we do. In our last article we highlighted the fact that customers leave for a variety of reasons but the highest quoted is because companies don't have a proper customer contact strategy.

A number of our clients are focussed on retention in some way, shape or form right now not least because having done the calculations, and faced with ambitious business targets, they now have a handle on just how much they are losing out the back of the company while their sales and marketing is still focussed on acquiring new business or developing new products and new markets. If this is where you are at then maybe it's time to take a step back and look at retention as a business objective that harnesses the whole business.

If your sales, telesales, marketing, service and operations aren't working proactively and together to understand and keep your profitable customers with you, why not see if we can help you establish a methodology for bringing some coordination to your retention strategy. Retention starts when a customer comes on board and never ends! It requires a plan that covers the lifetime of customers and a series of planned interventions to add value, develop the relationship and ensure a good experience each time your customer interacts with the business. It cuts across teams and often even business units. We will be coming back to retention in future newsletters.

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