Article Side
Some Aspects of Finest Customer Retention Programs by James Blee

Article published on April 20th 2012 | Business

Customers are the vital assets of any organization. Be it a giant IT company or a small company just starting the journey, building a loyal customer base is the target of everyone. The customer retention rate refers to the number of customers lost over a certain period of time. There are many direct and indirect benefits of keeping the customers loyal. The following paragraph will throw light on some of the best customer retention programs.

Any organization faces some challenges while devising proper customer retention programs. But whatever be the objective, some common guidelines should be followed. They are understanding customer retention, building a suiting customer retention strategy, implementation of the program, calculation of retention rate and understanding the customer retention properly. Many people assume that customer retention is associated with customer satisfaction, but recent studies have shown that there is little or almost no correlation between customer satisfaction and customer retention. The sales and the marketing force of the companies have to be strong enough to implement a successful customer retention program. Any promise or commitment made on the part of the company has to be met and timely delivery of the value has to be ensured. Another very important factor affecting customer retention is the employee retention. Employee retention strategies also have to be devised carefully, so that they have a positive impact on the customer retention programs. Some rational and emotional values like quality, service, trust, cost and communication have to be meant to retain the customers. Employees, who have a positive contribution in building customer values, should be hired, trained, recognized and rewarded. Communication forms an integral part of customer retention and each of them should contain a personal message. The combination of all of the above factors can indeed build up a great customer retention program.

Article Source:
http://www.articleside.com/business-articles/some-aspects-of-finest-customer-retention-programs.htm - Article Side

James Blee - About Author:
For more information on a customer experience management, check out the info available online; these will help you learn to find the a customer retention programs!

Article Keywords:
Customer Retention Programs, Customer Experience Management

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!