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## Steadfast ways to improve customer relationship and loyalty:

Even as your business grows and expands with a lot of new customers pouring in, you can't forget the old ones. When you forget about your old customers, keep in mind that you're paving way for your competitor's success and giving away your profits to them. People tend to get impatient and when they find something much more attractive they will leave you behind and move on. It is of course natural tendency to hunt for new contacts and clients in hopes of expanding your business, but it is necessary to continue business with your existing customers. This way you not only increase customer satisfaction, but you can also enhance the business standards and quality. Existing, old customers can prove to be great, cost-free referral sources in promoting your business much more than other forms of advertising. Also, by maintaining your relationship with existing customers and focusing on satisfying them you can set up a base for steady and regular sales. Here's how you maintain and enhance customer-merchant relationship while simultaneously increasing business profits:

### Keep in touch:

How frequently do you keep in touch with your customers? How do you get in touch with your customers? The most important point in building up customer relationship and loyalty is constant communication. This is also the point that most people miss out. Keeping in touch with customers by sending out emails, seasons greeting etc., like little personal reminders which lets them know that your business is still around at their service. It's also a great way to advertise.

For example, with email marketing you can include snippets of the ongoing discounts and services in your greeting and send them over to a targeted audience. This way you maintain customer loyalty, increase customer satisfaction and advertise your products at extremely low costs. Sending daily, weekly or monthly newsletters and articles are also an excellent way of increasing customer loyalty. Make sure your mails sound personal. This shows that you care. But don't try to over advertise, customers tend to get irritated.

Similarly social media marketing is also a cost effective way to promote sales and all the while maintain customer satisfaction. With the increasing popularity of social networking sites, you can set up a social media community or page and keep in touch with your customers. You can update that regularly with posts related to your business or general affairs and include all the offers and discounts and draw the crowd to your company.

### Offer Incentives:

This is yet another major point that business owners fail to realize. Do you know how much little things like gift coupons and promotional offers help to increase your sales? This is what we call as customer service and is the best way to increase customer satisfaction. Reward your customers with small but useful complementary gifts after huge transactions. Don't just stick with plain old, seasonal greeting cards, send some presents instead. Customers would love to see little surprises pop in during the holiday season so use the opportunity thoroughly. Offer membership to your existing customers as a reward for doing long time business with you. Cut down rates and provide offers exclusively to your members. For example, MyTechHelp Member Offers has an ongoing referral reward scheme exclusively for its members where they can avail free technical support for two months when they refer a friend. Offers such as these will look appealing to the customer and

you can hence improve the chances of continuing business.

Conclusively, letting customers know that you take individual interest in them makes them happy. Get to know them better, strike casual conversations, wear a smile and be friendly. There is no need for a rigid "company policy"™, when it comes to business improvement, customer satisfaction always, always, always comes first.

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Heather is a cheery, enthusiastic college student. Being ambitious, she decided to run a part-time business in campus. As a freelancer she likes to share her thoughts on business management and she actively participates in local leadership clubs. She loves to be independent and earns some extra cash through great offers like the a [MyTechHelp Members Offers](#)

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