Live Innovations Set to Re-launch Customer Retention Strategy

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Live Innovations, a London-based outsourced sales and marketing company returned from Poland last week with some exciting plans to improve elements of their direct marketing services.

Managing Director Tom Harris traveled to Poland to network with some of Europe's leading outsourced sales entrepreneurs. Returning from the trip Live Innovations announced a revamp and re-launch of their customer retention strategy to aid clients in reaching more impressive profit margins.

Earlier this year the firm shed some light on a few areas for improvement that they had identified which could explain why overall customer loyalty among clients wasn't hitting the desired levels. Live Innovations decided something had to be done to combat the issues as although spreading awareness of their clients brand is an integral element of their marketing strategies, it's always better for a business to keep good relationships with long term customers that to be constantly paying to reach out to new ones. Maintaining these strong customer relationships ensures a brand quality feedback and a positive reputation not only among consumers but among their fellow market leaders.

Live Innovations identified the main cause of long term customer loss was down to brands losing touch with their customers and their own systems the customers go through. Many brands become far removed from the customer experience and the processes the customer ends up experiencing as a result become incredibly frustrating. In order to avoid this, brands need to know what it's like to be their customer as this knowledge will make customer journeys more pleasant and increase loyalty to the brand.

Earlier this year, Live Innovations also found that a number of their clients were passing their customers to third party call centres. Although the marketing firm weren't in any way condemning the use of these services, they were aware that this was a very different experience to the personal approach they implement for customer acquisitions. This created an unequal balance of customer service which Live Innovations are eager to rectify with their clients. The last thing the firm and their clients want is for customers to think that once they join a brand the level of service will deteriorate.

As the firm approach their launch date for their new branch in the Midlands, the new customer retention strategy should make a significant different in their profit margins through maintaining a greater number of customer relationships. Customers remain loyal to brands they feel they can safely trust because they constantly offer high quality services. Customers are far likelier to stay with a brand that they respect and that respects them, many brands achieve this level of mutual respect by providing customers with a more personal service. It may seem like a bit of a gimmick, but a large number of customers feel closer to a brand if they send them a personalised email or thank-you letter.

Its ideas like these that Live Innovations are set to review and implement through the re-launch of their new customer retention strategy, in the hope of increasing future revenue for their clients.

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