

Retention Marketing: Ways to Retain Customers

- Do you know how consumer behaviour has been reshaped by the industrial revolution and rapid technological change?
- Are you ready to apply the principles of the industrial revolution to optimise your business strategies?
- Would you like to learn how data-driven insights into consumer behaviour can give your organisation a competitive advantage?

Introduction

Understanding consumer behaviour has never been more critical than in today's fast-evolving marketplace. With the impact of the industrial revolution and the rise of technology-driven lifestyles, the way people choose, purchase, and remain loyal to products has changed dramatically. Modern customers are not only more informed but also more demanding, expecting businesses to anticipate their needs and respond with precision. Studies of consumer behaviour in retail and service industries reveal vital patterns—who buys what, when, where, and why—and provide insight into how customers react to promotions, pricing, and engagement strategies. This program equips participants with the skills to capture and analyse quality data, interpret behavioural patterns, and transform those insights into actionable marketing strategies. By mastering these approaches, organisations can design strategies that truly connect with their target audience, strengthen brand loyalty, and increase their chances of long-term success in an ever-competitive environment.

Program Objectives

This program aims to:

- Expose to participants on a method to retain customers
- Explain to participants on a method to create relationships
- Train participants on a method to build a successful business.

Learning Outcomes

After completing this program, participants should be able to:

- Create an effective marketing plan to retain a customer, create relationships and build a successful business.

- Plan and implement different techniques to recruit new customers

Who should attend?

Non-managerial, First-line management, middle management, senior management and anyone who is, directly and indirectly, responsible for bringing revenue to the organisation.

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	<p>Customerology - Reaching the Customers Heart</p> <p>Understand customers are important in any business. A successful company always listens to the needs and expectations of its customers. This module helps the participants to understand consumer psychology and consumer behaviour in a deeper perspective.</p>
10.30am-11.00am	<p>Morning Break</p>
11.00am-1.00pm	<p>Creating a Customer-Focused Organisation</p> <p>A customer-focused culture involves everyone in the organisation, not just the employees who interact directly with customers. The example needs to start from the top with direction from the CEO and other executives. Involving all employees in a culture change is key. This module focus on the methodology to create a customer-focused organisation to improve customer retention rates.</p>
1.00pm-2.00pm	<p>Lunch</p>
2.00pm-3.30pm	<p>Developing Effective Customer Retention Programmes</p> <p>A customer retention program is the best way to keep more customers. When you keep more customers, you lower churn rate, increase company revenue and increase profitability. The participants are trained on how to create customer retention programs to work that makes them part of your daily routine. Once the employees master your routines, you will see great improvements.</p>
3.30pm-4.00pm	<p>Tea Break</p>
4.00pm-5.00pm	<p>Understanding Why We Lose Customers</p> <p>Most organisations fail to listen to their customers. They always think in silos and think their products and services are the best. This module</p>

	helps the participants to identify various factors that might lead them to lose a customer. Then, the participants would create a strategy to retain the customer.
Time	Day Two
9.00am– 10.30am	<p>Optimising Customer Life cycle</p> <p>In this module, the participants would learn the 5 stages of the customer lifecycle - reach, acquisition, conversion, retention and loyalty. At the same time, the participants would also learn the customer lifecycle value (CLV). By mastering both elements, the participants can easily retain and strengthening customer relationships.</p>
10.30am-11.00am	Morning Break
11.00am-1.00pm	<p>Customer Care Excellence? A Deeper Understanding</p> <p>There is a lot of talk about excellence in the marketplace today. But how many people have stopped to think about what it means to be excellent? According to the definition above, excellence is the state of excelling, superiority or eminence. This module provides a revision of the approach of customer care excellence.</p>
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	<p>Handling Complaints</p> <p>In this module, the participants would learn how to evaluate customer feedback and customer complaints. Then, the participants would start to convert negative feedback and the complaints to the positive gap for improvement for the customer care excellence strategies. Without good feedback and complaint, it is hard for the organisation to improve.</p>
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	<p>Customer Retention and Engagement: Application of Technology</p> <p>In this module, the participants would learn how to apply technology to customer retention and engagement. This module would share with participants various methods to retain and engage with customers to strengthen customer and organisation relationship.</p>