

# Customer Retention Tips

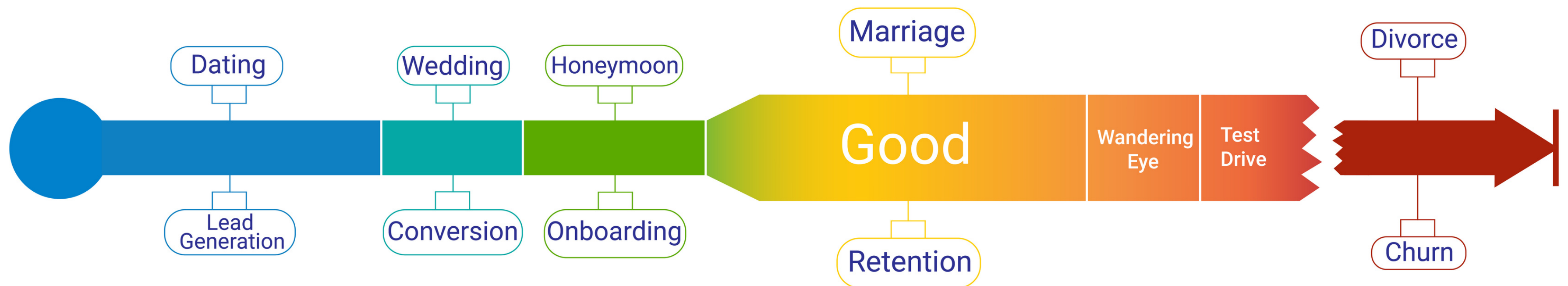
# The tips



The retention tips in this guide are based on the stages of the Customer Relationship Journey diagram that you'll find on the next page.

Inside this guide, you'll also find examples of retention tips from companies like Amazon, Apple, Slack and Starbucks.

These tips are only a guide.  
Feel free to adapt them to  
your business as you see fit.

# The Customer Relationship Journey: Retention





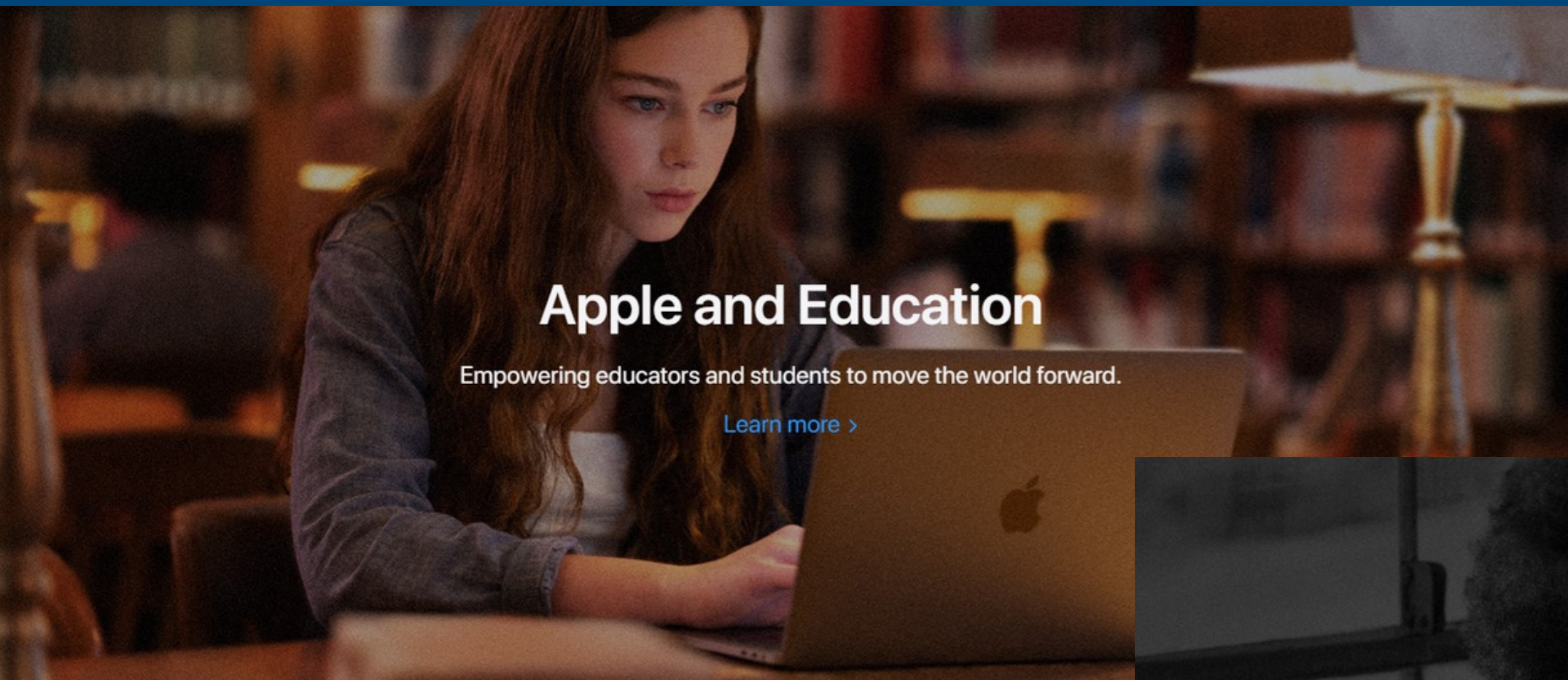
# **Lead Generation Retention Tip**

**Know your ideal customers so well that your marketing and sales will easily attract them.**

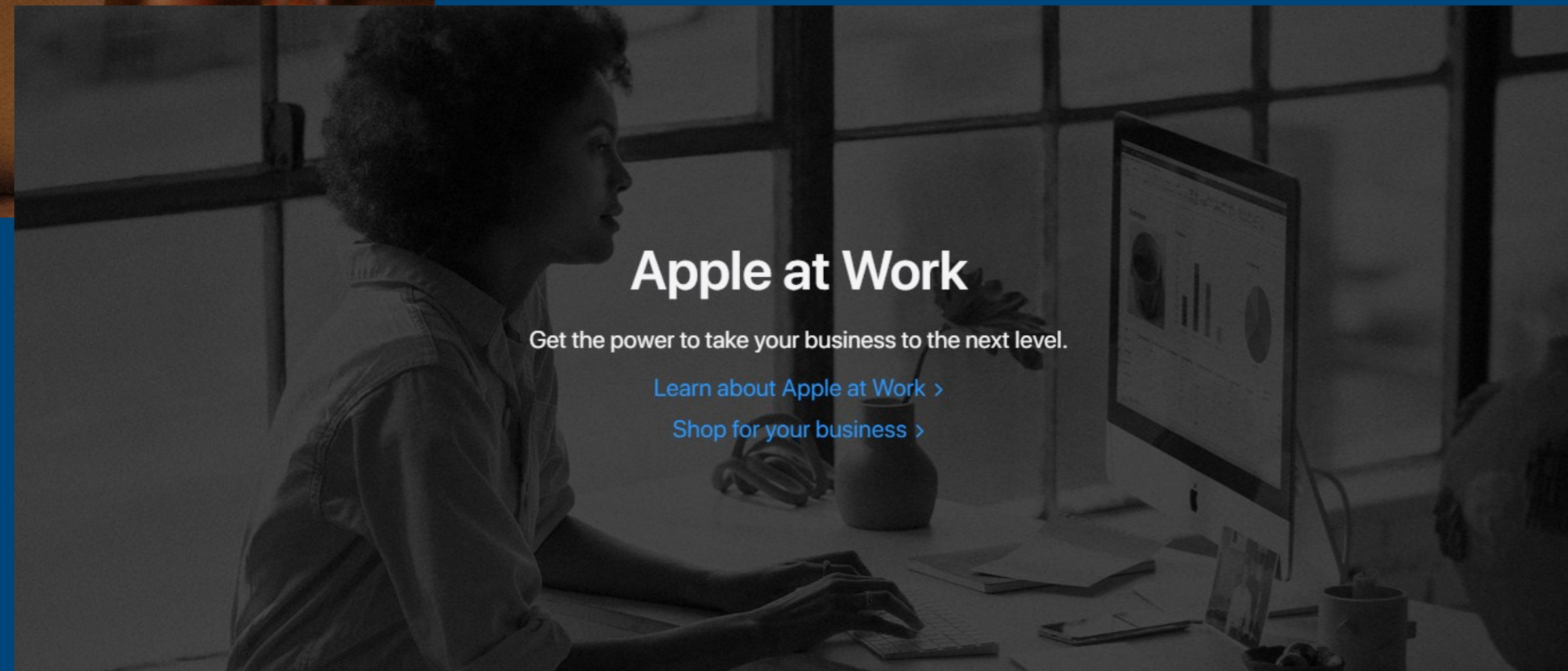
**Research who your ideal customers are. What they want. What they believe. What they value. What they desire. Then create your marketing and tailor your sales around those.**



# Apple's Mac computer line has 2 ideal customers



All the copy, images and pain points speak to these specific customer groups.



# Conversion Retention Tips

## TIP 1

Welcome new customers.

## TIP 2

Offer helpful resources.

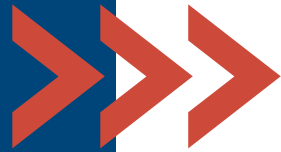
## TIP 3

Assure them they made the right decision when they purchased.



Hello Anita Toth Team,

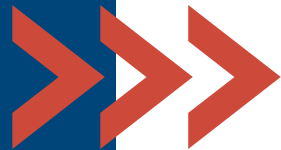
## Welcome



**WELCOME!** Attached to this email is a copy of your agreement with Amazon Incentives. Please save this for your records.

Here is how to get started and place your gift card orders:

## Helpful info



1. Log on to the [Amazon Incentives ordering portal](#) with the Amazon account you used to sign up for Amazon Incentives.

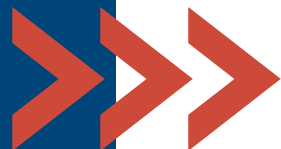
Please ensure you log out of your personal Amazon account before clicking this link to complete the registration. If you are logged in to your personal account when you click the link, it will cause an error.

2. Select your delivery type (Gift Codes, Email Cards, Physical Cards, or Greeting Cards) and enter the requested information. After you submit your order, we will send you an order confirmation email with an invoice attached.

### Additional Information:

To create brand compliant material, please follow our Brand guidelines available [here](#).

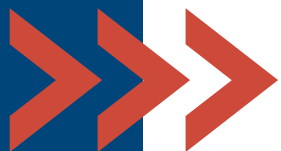
## Helpful info



If you are interested in using your own images as designs for Email Gift Cards or Physical Cards, please sign up to our Brand Center [here](#)

Click on "Sign Up" and provide your business email address to receive the verification code via email. To access the Brand Center, enter the code you received.

## Reassurance



If you need further assistance, please contact the Amazon Incentives Operations team at [corp-gc-salesops@giftcards.amazon.com](mailto:corp-gc-salesops@giftcards.amazon.com) or check out our [FAQs](#).



# Welcome to Amazon Business

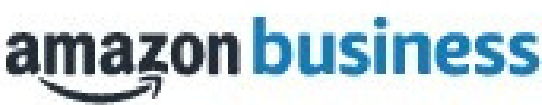
External



Software/Amazon Business x

Amazon.ca <noreply@amazon.ca>

to me ▼



## Welcome



Welcome to Amazon Business. The information you provided has been verified and your account registration is now complete.

## Reassurance



You can now log in to [Amazon.ca](#) with your Amazon business account to see a new shopping experience for your organization and take advantage of:

- Business pricing on select items
- Business-only selection
- A 30 day free trial of [Business Prime](#)

## Helpful info



You can also select [Business settings](#) to:

- Invite people to join your account and manage multiple users
- Set customizable order approval workflows and individual spending limits
- Enter purchase order (PO) numbers on orders

Thank you for choosing Amazon Business.

[Business settings](#) | [Amazon.ca](#) | [Amazon Business Help](#)

Please note: This email message was sent from a notification-only address that cannot accept incoming email. Please do not reply to this email.



Helpful info





Welcome



Greetings from Amazon Web Services,

Thank you for signing up for AWS Support (Basic). You now have access to AWS Support (Basic).

If you interact with AWS programmatically using the SDKs, Command Line Interface (CLI), or APIs, you must provide access keys to verify who you are and whether you have permission to access the resources you're requesting. [Manage your account's access keys »](#)

Helpful info



Find documentation, sample code, articles, tutorials, and more in the [AWS Getting Started Resource Center](#). For help and support, visit the [AWS Support Center](#).

Usage will be billed to your account on a monthly basis. [Manage your account and review your account activity online »](#)

Welcome to the Amazon Web Services community!

—The Amazon Web Services Team



Reassurance



Helpful info





Your company now has  
**Business Prime**

Welcome




Hello Anita Toth,

Good news! Janiva Digital Marketing has signed up for Business Prime.



Reassurance

What does that mean for you? It means you get exclusive business benefits plus fast FREE shipping on millions of eligible items marked with  **prime**.

Reassurance



There's nothing else you need to do. You can start enjoying faster shipping and other Business Prime benefits today!



Helpful info

SHOP FOR WORK

# Onboarding Retention Tips

Keep onboarding simple.

3 simple and quick things to do on this page.

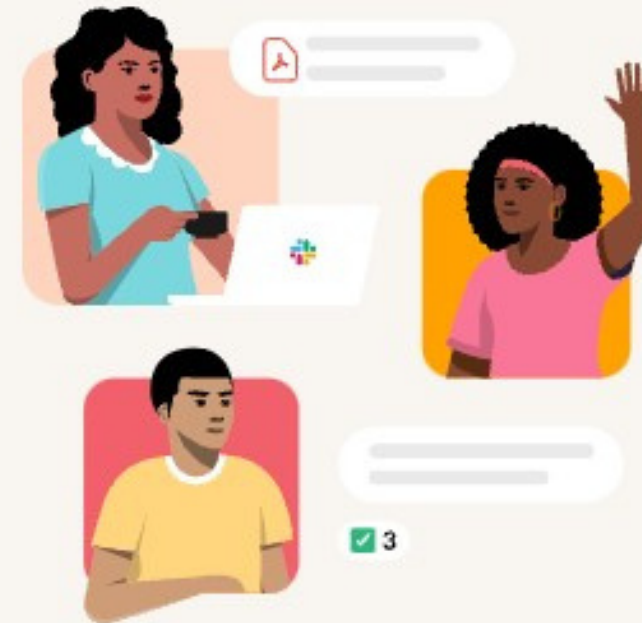
1.

2.



## Get started on Slack

It's a new way to communicate with everyone you work with. It's faster, better organized, and more secure than email — and it's free to try.



**Create a Workspace →**

☒ It's okay to send me emails about Slack.

By continuing, you're agreeing to our Customer Terms of Service, Privacy Policy, and Cookie Policy.

3.

### Is your team already on Slack?

We couldn't find any existing workspaces for the email address totham3@gmail.com

**Try a Different Email**

1 simple and quick thing to do on this page.



Step 1 of 3

# What's the name of your company or team?

This will be the name of your Slack workspace — choose something that your team will recognize.

Ex: Acme Marketing or Acme Co

Next



1 simple and  
quick thing  
to do on this  
page.



Step 2 of 3

# What's your team working on right now?

This could be anything: a project, campaign, event, or the deal you're trying to close.

Ex: Q4 budget, autumn campaign

Next

1 simple and quick thing to do on this page.

This or

Step 3 of 3

# Who do you email most about q4-budget?

To give Slack a spin, add a few coworkers you talk with regularly.

Ex. ellis@gmail.com

⊕ Add another

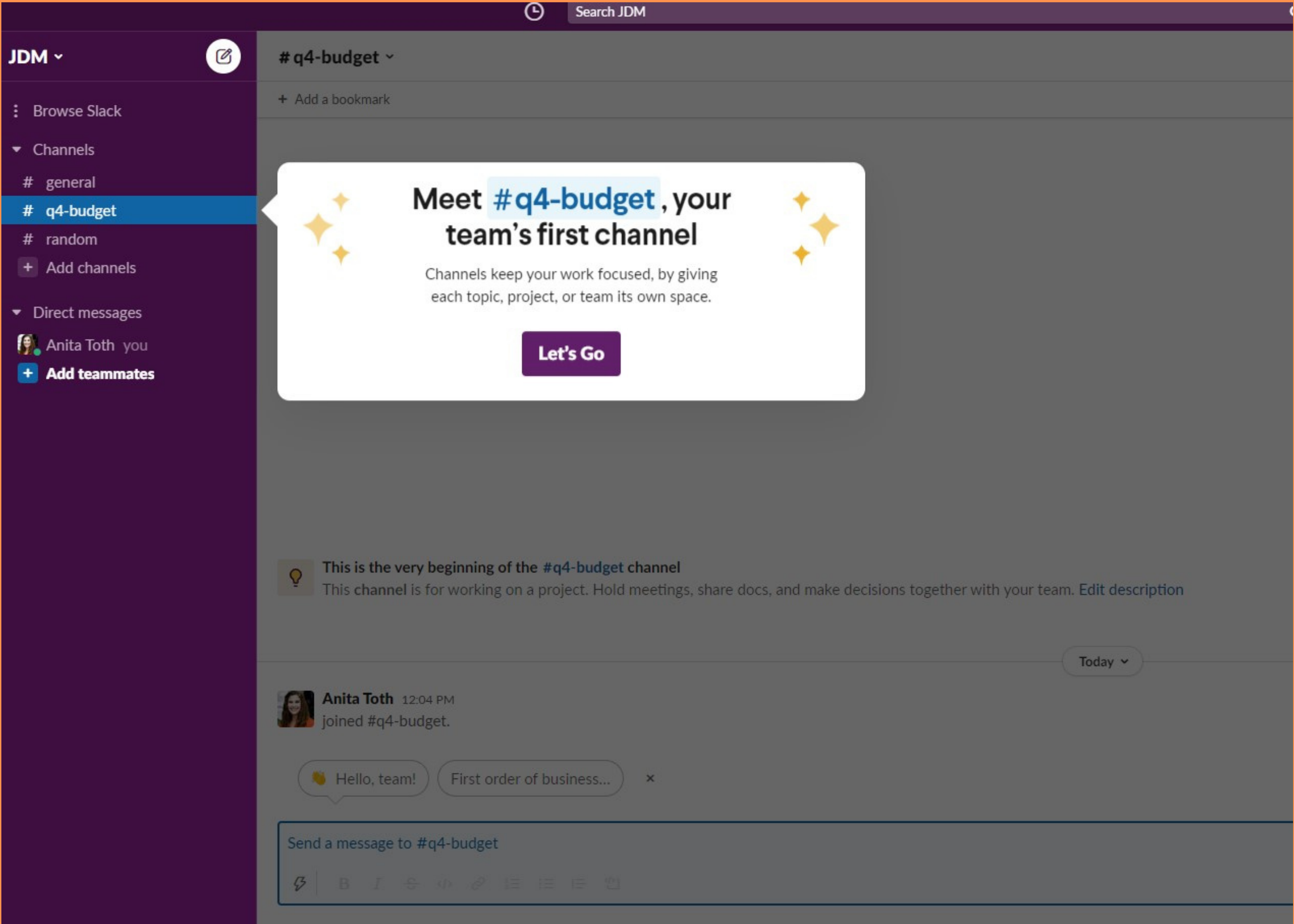
🔗 Get a shareable invite link instead

**Add Teammates**

Skip this step

This

Onboarding  
complete.  
First win in  
sight.



# Onboarding Retention Tips

Keep onboarding simple.

Offer enhanced support like FAQs, knowledge base, webinars, a community.



Product ▾

Enterprise

Resources

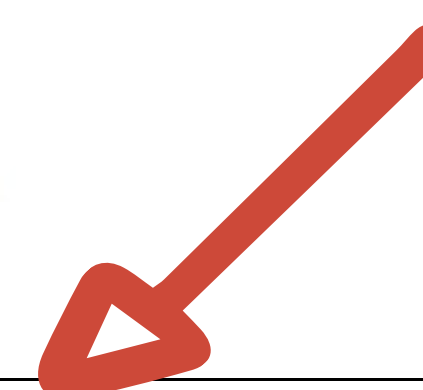
Pricing



# Resources Library

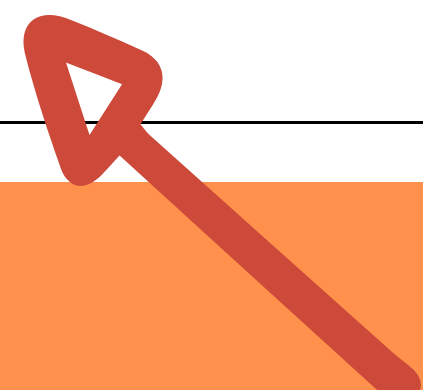
Browse resources tailored to your team, your needs and all the ways you can get more out of Slack.

Guided  
support.



## Visit the Help Center

Walkthroughs, tips and videos for how to get connected, stay organized, and do whatever you need to do in Slack.



## Register for a webinar

Watch and learn more about Slack in our live and on-demand webinars.

Self-serve  
support.



# Onboarding Retention Tips

Keep onboarding simple.

Offer enhanced support like FAQs, knowledge base, webinars, a community.

Keep metrics on user adoption.  
Have playbooks to help your customers if they get stuck at certain points during onboarding.

# Retention Stage Tips

1. Look for opportunities to provide more value to your customers.

Calendly sends out newsletters with tips on how to use new features.



Hi Anita,

This is Srinivas, Calendly's head of product operations. It's been a busy month, and we have some exciting updates for you — a few of which we designed for [teams](#) who together use Calendly.

## Workflows for Teams

Workflows (available via our [Pro Plan](#)) allows you to send automated communications like reminders, follow-ups, and thank-you notes to meeting attendees via email or text, before, and after meetings.

But what if you're an admin or a team manager of your company's Calendly account and want to better control and standardize how your team uses this notification feature? That's what [Workflows for Teams](#) addresses.

Imagine as an admin or a team manager creating a Round Robin event type to distribute meetings between your coworkers. Now, [you can add meeting reminders and follow-ups to the event type and even standardize the content of those touchpoints.](#)

Calendly sends out newsletters with tips on how to use new features.

# Schedules for Teams

Teams often use [Round Robin](#) and [Collective](#) event types to better manage how they meet internally and externally as groups. With Schedules for Teams, admins and team managers can now configure group event types to reflect the schedule that works best for each teammate, instead of setting a universal schedule for all teammates.

By pulling in coworkers' schedules they set in Calendly, admins can now ensure that meetings are shared in a manner that fits a coworker's time zone, personal availability, and more.

NEW

Available hours

Set the available hours for all hosts, or use the available hours from your hosts' schedules.

Choose hours for each host

Host	Schedule	Edit multiple
<div><div></div><div>Emily Moore Eastern Time - US &amp; Canada</div></div>	<div><div></div>Default Hours</div>	<div>Edit</div>
<div><div></div><div>Lauren Wray Eastern Time - US &amp; Canada</div></div>	<div><div></div>Custom</div>	<div>Edit</div>

Want to add time before or after your events?

Before event

15 mins

Give yourself some buffer time to prepare for or wrap up from booked Calendly events.

Learn More

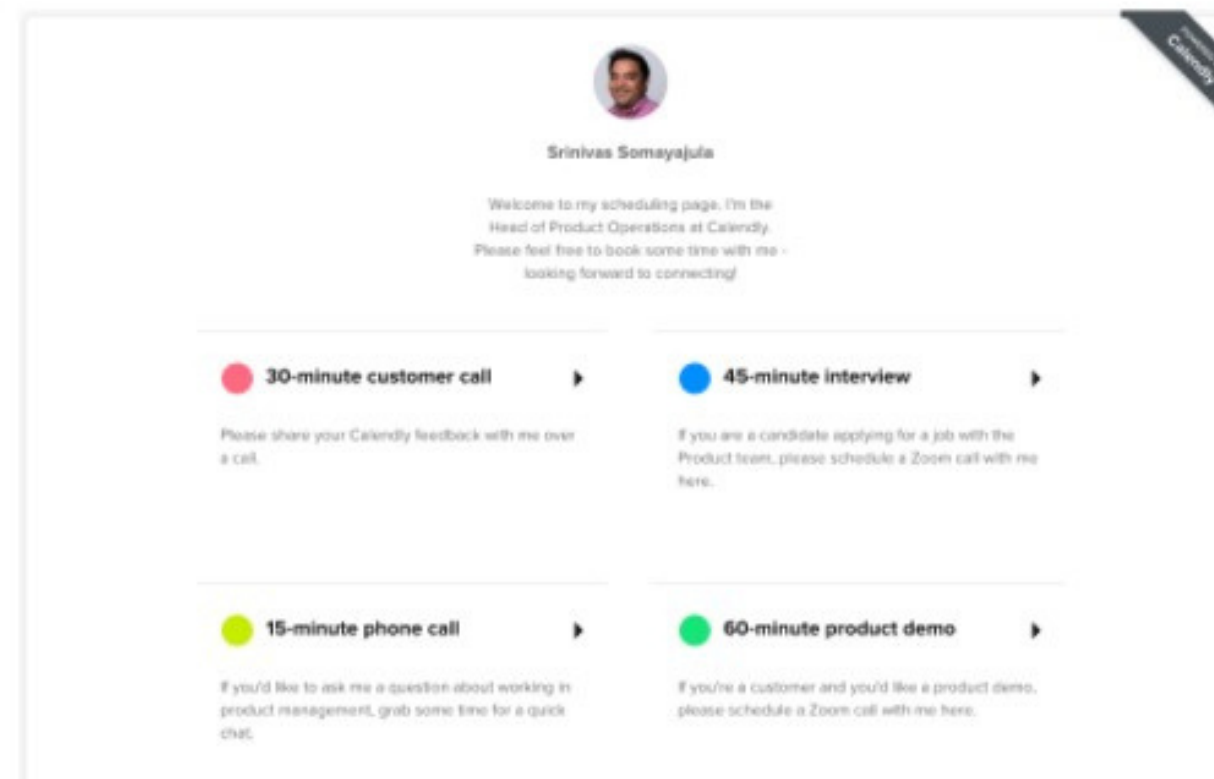
Calendly sends out newsletters with tips on how to use new features.

## Tip of the Day

Customer [Jeff Morris of Chapter One](#) writes, “Respect to everyone who puts a 15-minute option on your Calendly invites.”

Personally, on my Event Type landing page, I have not only the 15-minute option for shorter meetings, but also 45-minute meetings for recruits who need more time, 30-minute check-ins with customers, and other event types. And, with all of those different meeting times, I can set different buffers, maximum meetings per day, and other advanced settings.

Check out my multiple event types on my landing page, if it helps inspire you to create more than one event type for your attendees.



Your landing page can also be shared with invitees so they can decide which event is best for them to book. Remember, [you can make an event type either public or private \(private event types won't show up on your public landing page\)](#).



# Retention Stage Tips

1. Look for opportunities to provide more value to your customers.
2. Stay in contact with communications that are meaningful to them.

Anita, Thank you for being a part of Simplii. Σ Inbox x



**Simplii Financial** <info@email.simplii.com>  
to me ▾

10:00 AM (1 hour ago) ☆ ↶ ⋮

We're sending 10 lucky winners an Amazon Gift Card.

[Read online](#)



## From us, to you – thanks!

Hi Anita, we think it's a huge deal that you're making  
Simplii Financial™ a part of your everyday life.  
**Thank you for banking with us.**



## You could win a \$50 Amazon Gift Card!

To show you our appreciation, you've been automatically entered to win a  
\$50 Amazon Gift Card.\*



Automatically entered  
into the draw.

## You could win a \$50 Amazon Gift Card!

To show you our appreciation, you've been automatically entered to win a \$50 Amazon Gift Card.\*

Automatically entered  
into the draw.



Ten Simplii clients will be randomly selected and winners will be notified by January 27th. Good luck!

**Thank you again for being a loyal client of Simplii.  
We're committed to making your banking simple.**

Corby Fine  
VP, Simplii Financial



### Don't want to take part?

No problem, you can [opt out of the contest](#).

# Retention Stage Tips

1. Look for opportunities to provide more value to your customers.
2. Stay in contact with communications that are meaningful to them.
3. Listen to your customers.

We fixed the biggest frustration about Hugo 🧑🏻💻 ➡ Inbox x

Rob at Hugo  
to me ▾

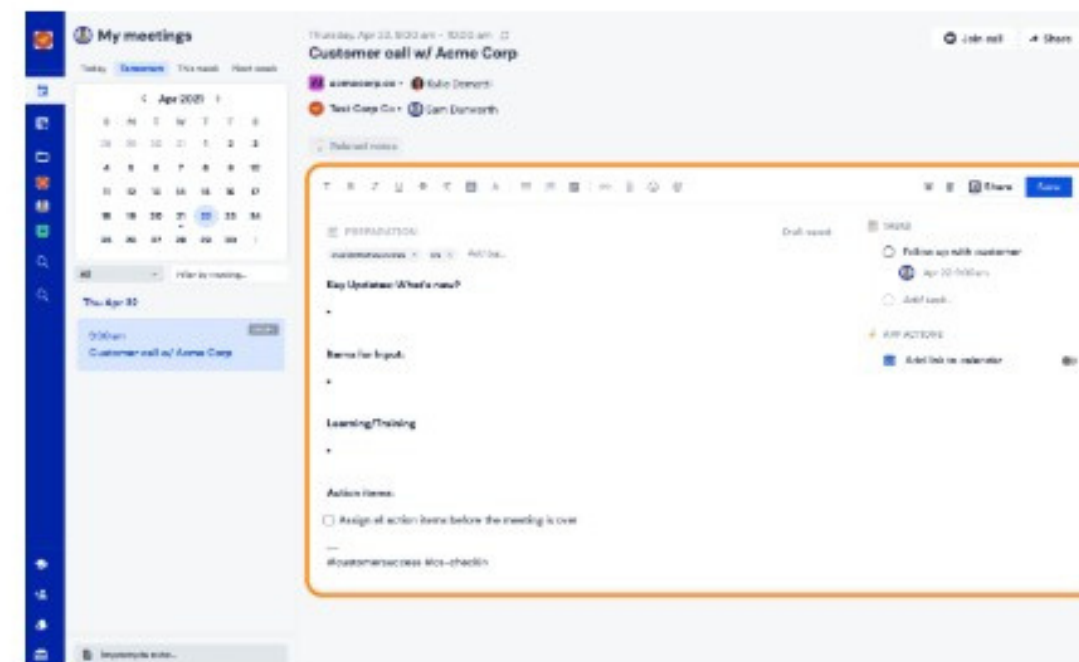
Customers complained.  
Hugo listened  
and acted.

Anita,

Did you ever type in Hugo at the exact same time as someone else... and it acted buggy?

We've made a big change to fix that.

Our latest update releases a rebuild of the note composer. Typing notes in Hugo has a sleek new look, and it's more stable and much better at handling multiple people typing at once.



Having confidence in your note-taking app is critical during meetings. That's why we dedicated many months of development to completely rebuild the guts of our composer.

The next time you're in Hugo, we think you'll be pleased with the result, inside and out.

[Log in](#) to check out this update and improve your next meeting.

Cheers,

Rob



# Wandering Eye Test Drive Retention Tips

Send in-app messages or emails that try to get customers to engage by

Offering an enticing discount.

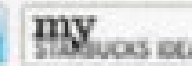
Asking customers for 10 minutes for a quick call.

Showing customers the value of your product and what they would miss if they left.



STARBUCKSSTORE.COM

JOIN THE CONVERSATION:



[store home](#) [coffees](#) [teas](#) [equipment](#) [entertainment](#) [gifts](#) [subscription](#) [delivery](#) [office](#)

## Come back - we miss you.

We noticed you haven't stopped by in a while. Is there something you're having trouble finding on the site? **Let us know** - we'd be happy to help.

Or if you're waiting on a good deal, come back now and

**get 15% off your next order.\***

See you soon!

StarbucksStore.com

### BROWSE STARBUCKS STORE BY CATEGORY

★ Featured Items

[Gift Ideas](#)  
[Starbucks Card](#)  
[Holidays/Seasonal](#)  
[VIA™ Ready Brew](#)  
[Coffee & Tea Tours](#)

★ All Coffees

[Caffeinated](#)  
[Decaffeinated](#)

★ Origin

[Latin America](#)  
[Africa/Arabia](#)  
[Asia/Pacific](#)  
[Multi-Region Blends](#)  
[Specialty Roasts](#)

★ Bean Preference

[Whole](#)  
[Ground](#)  
[Pods](#)

★ More to Explore

[Equipment](#)  
[Drinkware](#)  
[Subscription](#)

Enticing offer





## Come back?

We haven't seen you launch a campaign in a little while. Which has us like:



You've had some awesome progress since starting on Teespring a while back, let's keep it going! In total, you've sold **214** products, or **\$6016.39** in total sales. You've also averaged a **50%** success rate, overall.

What do you think - ready for another go of it?

[Launch your next campaign](#)

Showing the value of being a customer and what they'd miss if they left.





# **The best way to retain your customers**

**is to talk to them.**



Tim Cook, CEO Apple

"I get hundreds, and some days thousands of emails from customers. This is a privilege because they talk to you as if you're sitting at their kitchen table. Because they care so deeply about Apple, they want to make a suggestion, or want to ask for help on something, or want to tell you how much they love the product."



# What your customers really want

Discover what your customers really want so they stay longer and buy more.

Learn more at [anitatoth.ca](https://anitatoth.ca)



Anita Toth, Chief Churn Crusher