



WORKSHOP WEDNESDAYS

CREATING CUSTOMER LOYALTY



Wednesday 22nd May
9.15 - 12.30

COME AND JOIN US!



WORKSHOP WEDNESDAYS

WORKSHOP WEDNESDAYS - CREATING CUSTOMER LOYALTY

This workshop will take place on:

Wednesday 22 May

Alexandra Suite, Royal Wells Hotel, Mount Ephraim

09:30 – 12:15 (arrive from 9:15)

Tea/Coffee available at registration and half way through the session.

The workshop will cover the following:

WHY IT IS IMPORTANT TO KEEP CUSTOMERS

- The cost to keep v gain new
- How much they are worth to your business
- What is the difference between loyalty and retention?
- Jargon busting
- Is it more than just a data capture tool?

HOW TO MAKE CUSTOMERS FEEL VALUED

- Start at the very beginning
- Consistent messaging
- Surprise and delight
- Listen to them and understand their needs

BENEFITS OF OFFERING A REWARD/LOYALTY CARD

- How UK customers use them
- Why they use them
- Case Study: The TN Card

THE FUTURE

- How is customer loyalty changing?

Our guest speaker for this workshop is:

- Jess Gibson, Founder of The TN Card

The workshops operate on a first come, first served basis.

Please [click here](#) to book a space.

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