

6 fabulous ways to do a data revamp: Win back your customers



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Old customers are lapsed customers, who are no longer interested to do business with you. If you have a practice of keeping your old customer records, you already know their buying nature. Your old record says that one customer has not given you repeat business for some amount of time; you can always go back to them and encourage them to purchase your products or services again. Follow them straight away. Always look into the fact, that you have a genuine reason to follow your old customers.

Following are the steps, through which you can keep a track of all your old customers and revive your contacts:

You need relevant data: Find out why your customers are not buying from you anymore

Before approaching an old customer, you need plenty of information. Gather the data required and plan a strategy. Review the previous sales record, and find out comprehensive data like,

- How frequently the customer has bought your products/services
- Whether your customer was satisfied
- Why customer was not happy after using your product the last time

Find out the actual reason. Gather data like customer's buying ability, habits, interests and other factors. You have to find out the reason, why your customer was not satisfied while buying your products or availing your services. Find out whether the specific customer is buying from a competitor of yours. Revise your offerings and services, if required.

It is very much essential for you to know, why your customers have stopped buying from you. But at the same time it is equally important for you to establish a connection with them before approaching them to buy your product.

They can also be disappointed with the customer service they received earlier, or they might have found a better offer somewhere else. You might be able to provide them your "revised customer service" or some better deals. This might make it easier for them to decide and close the offer.

Sometimes the customers simply drift away only because you could not contact them on a regular basis. Make them feel valued and important. Sending emails or newsletters can also help you renew your old contacts. Contact them on a regular basis, in every two or three months. Let them know about your revised products and services. Remember your customers need change. Make them feel important. Keep them engaged. This way, next time whenever they want to make a purchase, your brand will be there at the top of their mind.

Review old customer's contacts:

To revive your contacts, look at your old customer lists carefully. Find out if the email-IDs and contact details have changed for your old customers. Also the customer who was once a key decision maker in the organization may have resigned or their designation may have changed.

This customer's new contact or designation may not be known by your company. Inquire and ask your customer whether they are using the same product.

Take the first step:

Many professionals find themselves in the same situation. Work pressure and working for long hours tend to make you lose your old contacts for a quarter initially. Later on this turns into a year. A few months of communication can even go for a year. After a long interval it becomes rather embarrassing for you to re-establish the contact once again. If you are not in touch with them it becomes difficult for you to renew the contacts. This happens, even if you have done great work for your customers before. Your customers need to trust, they should believe in your capabilities. They are not going to call you, no matter how much they were satisfied the last time. You need to take the first step.

Creating Client-Focused Campaigns

A customer-centric approach can add extra value while reviving old contacts. What you do when you look through your address book to identify with whom you are ready to re-establish contacts? You obviously look for common factors between these lost contacts.

- Are most of them in the same industry or sector?
- Are these customers in the same business occupations?
- Or perhaps, do they share a common business challenge like growth without major investment, managing talent, or dealing with redundancies?

Then based on these common factors, segment your client base.

Sending effective emails:

Emails do not help you to re-establish connection with your long lost customers. Revive your subject line, email template and layout, if possible. The subject line and matter of the letter should be catchy and personalized, so that your customer reads them. Show your customers that they are important and you want them back. The matter should be crisp. The tone should be personal. Do not make it annoying for your customer.

Entice with some ready great offer:

If you want your old customers to come back to you, be ready with some truly great offers. The once-in-a-lifetime offer really works. Later on you may want to thank them for the last purchase. You may ask for their opinion through surveys. This shows your involvement with your customers. You can also let them know about your latest offers. They might find what they were looking for that they did not find last time. Your old customers can be a valuable source of sales. By winning them back and creating repeat businesses can increase your revenue without spending money on acquiring new customers. They are someone who already knows what your business talks about. They are the ones who once bought and have used your products or availed your services. It is easy for you to encourage them to buy again.

About Span Global Services

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Span Global Services helps you take a complete dive into the most advanced data intelligence and premium data-driven services for technology companies. It provides specialized consultancy and solutions for businesses attempting to gain greater popularity in their niches. Over the decade, we have been delivering end-to-end data solutions for technology firms as well as IT-integrated marketing processes to clients from different business verticals.

As a high-tech savvy solutions provider in B2B markets, you gain customized services from Span using the latest business models through online, search, and innovative data strategies. With nearly a decade's expertise in data-driven services, our business intelligence enables you to utilize intellectual online data strategies along with data-driven insights, market reports, and IT support services.

By using our advanced IT-integrated strategies, data-centric solutions, and gamut of Data-Driven Marketing services, you can boost technology business growth as desired. We have catered Data-Driven Services for diverse industries including Information Technology, Automobile, Finance, Healthcare, Real Estate, Marketing & Advertising, Manufacturing, and Media & Publishing.

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