

Ep.96 Maria Lloyd

How to Increase Customer Retention Using “PIE”

Hello everyone and welcome to the My Local Marketer podcast. I’m Maria and we’ve now come to the final instalment of our series on the customer journey model AI-CAR, which I hope that you’ve found useful.

AI-CAR has 5 stages: Awareness, Interest, Consideration, Action, and Retention and today we’re discussing the final stage ‘Retention’. I use the word ‘final’ loosely here, since although this is the end to the funnel, ideally we want to send the person right back to the interest stage to keep them in your ecosystem and increase the likelihood of them turning into a returning customer.

If you listened to the first episode of this series which set out each step, then you may have noticed that I’ve changed the name of this last stage from Loyalty to Retention. This is following a discussion with Ian from my local Gorge Breakfast Club who pointed out that when we say loyal, we are thinking about how customers are loyal to a company, not how a company puts its customers first. And I think he’s right. Loyalty is something that companies earn; it’s not something they’re entitled to. The word retention therefore keeps the customer at the centre of the model.

So how can you retain customers?

First and foremost, ensure that you’ve delivered the best product or service that you can. Ideally you want to exceed expectations, but at least fulfil them to increase the chances that your customer will want to maintain a connection with you.

If they are happy and open to maintaining a connection with you, great work!

Next consider the best way for you and them to maintain that connection. To remember the types of content that you can push out, just think “pie”. That’s the food pie but with two ‘i’s and two ‘e’s!

Promotion: Can you give your former customer exclusive access to special discounts, rewards, and offers?

Information: Is there information that you can continue to provide that your customer would find useful? For example, is there ongoing support that they would benefit from, either for the product or service that they purchased, or to help with their problem?

Inspiration: Is there inspirational or motivational content that your customer would appreciate?

Entertainment: What would your customer find enjoyable or engaging?

Education: Can you continue to help your customer to do something new, better or differently?

As a bonus I also like **edutainment**; teaching your customer while you entertain them at the same time! This frequently makes the content more digestible and memorable.

Thinking about some ways in which I'm kept in various ecosystems, newsletters are still one of the best ways to do this. One of my favourite newsletters is by James Clear, who sends out one newsletter every Thursday with three ideas from him, two quotes from others and one action for people to do. He has millions on his newsletter list, that he regularly keeps in touch with using these newsletters and on the rare occasions when he brings out a product, it just disappears. If you don't already have a newsletter, I highly recommend getting one set up.

In conclusion the retention stage aims to keep customers in your ecosystem, this will increase the chances of them buying from you again, but even if they don't you'll learn from their engagement and grow a solid support base that will only help with your growth goals.

To increase retention just think carefully about what your customers would need or like next, and don't forget to ask for their thoughts, too. Ideally, you'll have these types of questions embedded throughout your customer journey, although this will take a long time to refine so don't put too much pressure on yourself near the start.

So, that's a wrap on the AI-CAR customer journey model! I'll link to the other episodes on this episode landing page and if you'd like to listen to the other episodes they are 80, 83, 85, 87 and 92, and you can find a reminder of them in the episode description.



Thank you so much for listening. I hope that you've found this mini series useful. Let me know if there's anything else that you'd like to hear or if you have any questions by popping me an email to: [maria@ mylocalmarketer.co.uk](mailto:maria@mylocalmarketer.co.uk).

As always, have a great week and I'll catch you next time on the My Local Marketer podcast.

Bye for now!