



the progressive business group

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Increasing Client Loyalty

Q. How does an organisation maximise business from current clients?

A. There are 4 main ways: -

- Introduce a client relationship management programme
CRM is, essentially, the identification and systematic management of an organisation's most profitable clients to achieve sustainable growth in profits.
- Establish a planned and efficient client research programme
Client research is an essential tool of customer service and relationship management, and is a leading indicator of performance. It provides insight into the effectiveness of an organisation's operations, the strength of its market position, emerging issues and opportunities, and problem areas warranting attention.
- Effective cross selling
Cross selling is providing a client with a number of different products or services thereby 'locking' the client into the organisation to encourage loyalty and commitment.
- Client feedback projects
Surveys uncover what customers feel is important in their relationship with their suppliers and how they rate the business's performance.

We hope this fact sheet explains what client surveys are and why you should do them.

[DOWNLOAD HERE](#) What are client surveys?

If you are looking to develop your client care management within your business, you might find these factsheets useful.

Please feel free to download them and if you have further questions please contact us for a free discussion.

[DOWNLOAD HERE](#)

- Are you looking after your clients?
- Measuring new clients
- How much do you really know about your clients?
- Reactivating dormant clients
- Maximising existing clients