Making Customers Stickier

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Customer Retention "Statistics"

- It's 5 times more expensive to acquire a new customer than keep a current one

- 91% of unhappy customers never purchase services from you again

- Probabilities: Selling Customers: 60-70%---Prospects: 5-20%

- For 1 customer complaint, 26 other customers remained silent

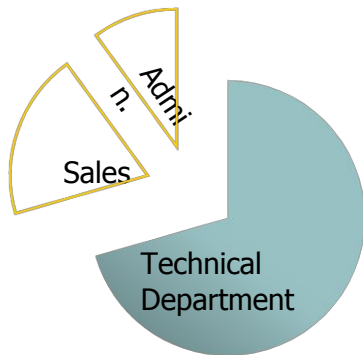- 70% of reasons customers leave: Poor Quality of Service

- Source: http://bit.ly/Vwk3DJ

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TECHNOLOGIES

SECURING BETTER SERVICE

Who we are...

Employees (218 total)

- Admin.
- Sales
- Technical Department

Multivendor Service

- HDS
- Dell
- HP
- IBM
- EMC
- SUN

SPOC

CH/AT/GER
Equity $1.305.540
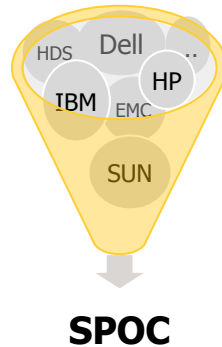
Turnover progression
(DACH)

33,9 Mio $

	2011	2012	2013	2014	2015

(Chart y-axis: 10, 15, 20, 25, 30, 35)

European view of customer retention
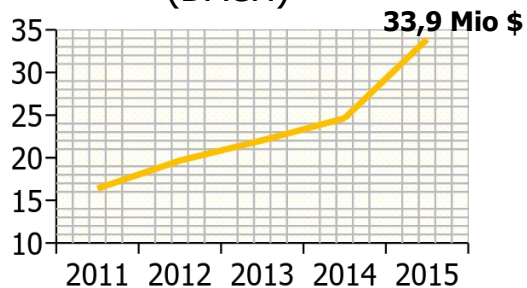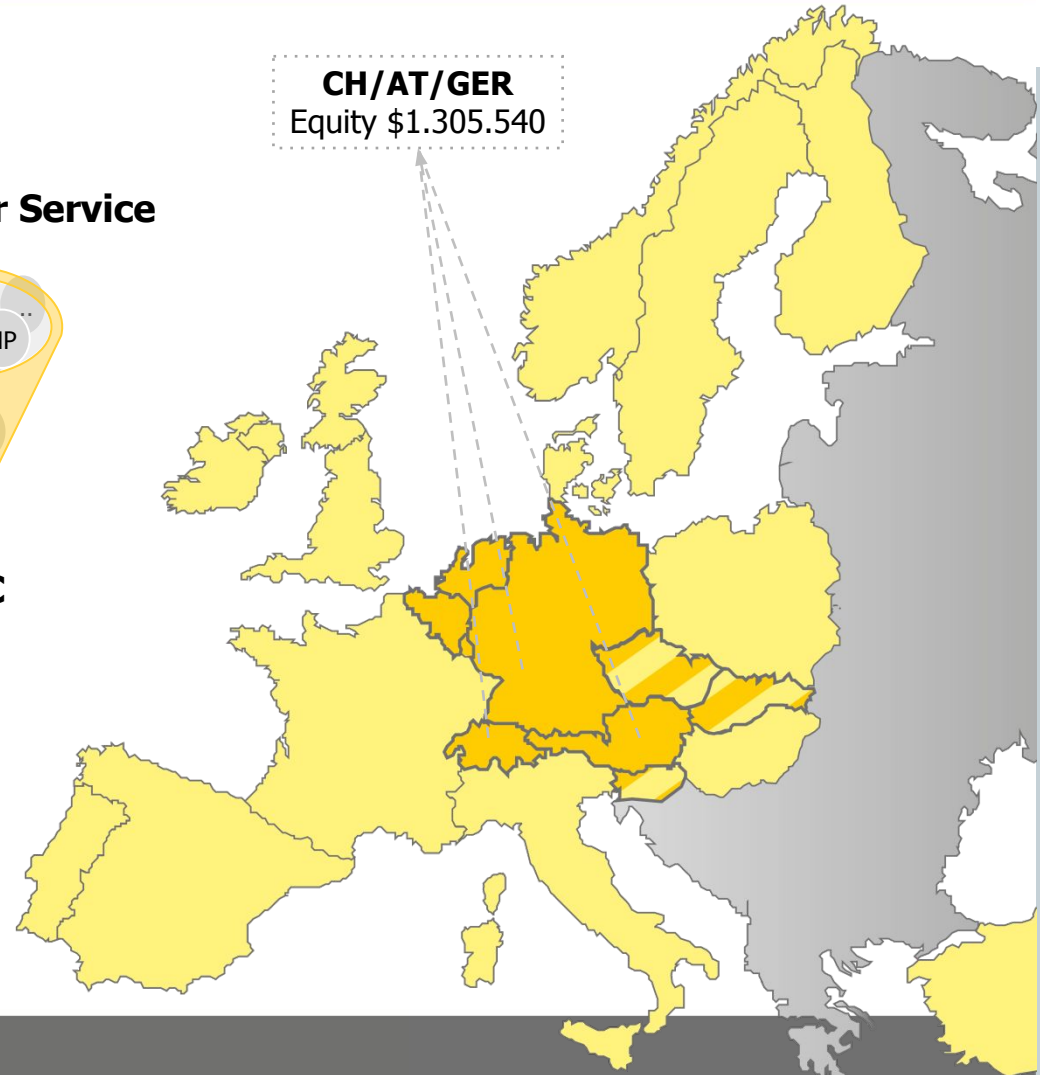
Customer relationship -> What makes it special?

- sensitive company areas *require* trustful customer relationship
- special customer requirements *require* flexibility and quick decisions
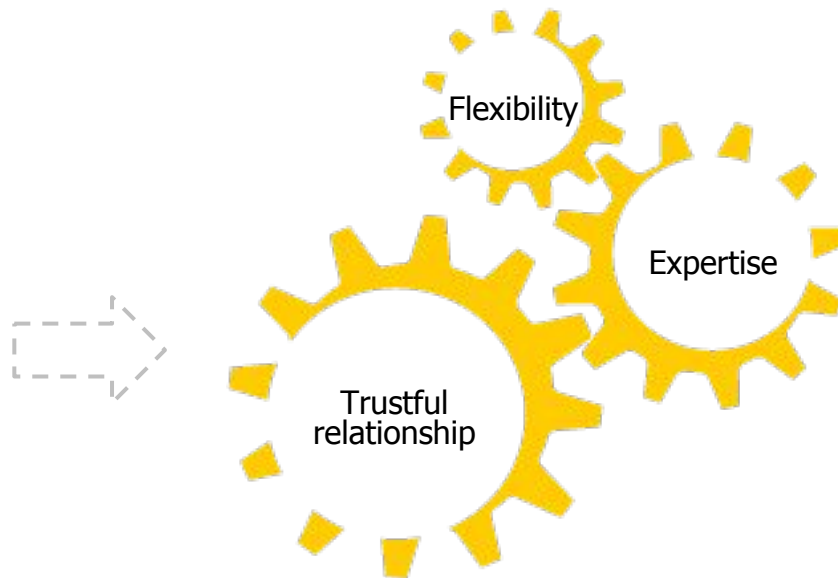- wide range of MVS *requires* technical expertise

CHALLENGES

professional shortage

gap between quality & cost

manufacturers

globalization

easy handling

Flexibility

Expertise

Trustful relationship

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I T - S E R V I C E

People make business!

Extend customer relationship

Translating needs into customers language & culture

Incident

Ich möchte gern…..

Germany

Global

Response

I would like…
Me gustaría
…
Je voudrais
…

different European sites

- up-to-date portfolio
- locations close to customer
- local partner network
- 24*7, 365 days a year
- toll free service number

TECHNOGROUP
IT-SERVICE

About Basis Bay

Basis Bay
Reengineering IT

- **19 years of Enterprise level IT Infrastructures, Services & Solutions**

- **Servicing across Asia Pacific & Europe.**

- **Multi-platform independent technical support capabilities**

- **International Hardware trading**

- **Vendor Neutral Model**

- **In-house capabilities to build & construct Data Centres**

- **Several wholly-owned Scalable Data Centres: Tier II, Tier III & Tier IV**

- **Standards, Certifications & Best Practices - ISO 27001:2005, SS507, CDCP, CDCS, CDRP, CITA, ITILv3, PRINCE2**

Reengineering IT for a *Greener World*... *since 1996*

Our Presence

Basis Bay Tier 3/4 Data Centre

Green DC Cyberjaya, **2009**

Green DC & CC Glenmarie, **2009**

Customer retention in Asia

Basis Bay
Reengineering **IT**

Cost

Constant evaluation

Flexibility

Products

Services

Comprehensive solutions

Niche

Availability

Culture

SOLUTION

24 7

Reengineering IT for a *Greener World*... *since 1996*

Customer Stickiness

Why is Retention So Important? Previous Obvious Right?

1) **US Chamber of Commerce and US Small Business Admistration**

   It is 5 to 7 times more expensive to find new customers

2) **Bain and Company**

   5% increase in customer retention can increase profitability by 75%

3) **Gartner Group**

   Statistics show that in established compaies 80% of customers revenue will come from 20% of existing customers.

Why They Leave (research shows)

- ✓ **68% are unhappy with the service they receive from vendor**
- ✓ **14% are not happy with the product they received**
- ✓ **9% leave to another supplier**
- ✓ **9% leave because of aquistion, merger, bankruptcy...**

INC states the following for reasons customers become unhappy

- ✓ *Changes in personnel*
- ✓ *Treat new and existing customers too differently*
- ✓ *Focus too heavily on price and not service delivery*
- ✓ *Push too hard for same customer growth*
- ✓ *Lose focus on core competency*
- ✓ *Reward the wrong employee behaviors*
- ✓ *Painful and difficult problem resolution*

Retention Strategies

Align customer expectations with operational understanding
- ✓ *KPI*
- ✓ *Definitions*

Be The Expert in Your Field
- ✓ *Be a trusted advisor*
- ✓ *Understand your place in the customers operation*

Build trust through relationships
- ✓ *People do business with people they trust*

Easy to do business with and prompt problem resolution
- ✓ *Not what happens to you but how you react that defines you*

Use automation to minimize customer downtime
- ✓ *Portals*
- ✓ *Software to automate mundane tasks*

Implement anticipatory service
- ✓ *PM*
- ✓ *Technology updates and white papers*

Build relationships online, use social media be involved in industry associations
- ✓ **Linkedin, blog, Twitter,**
- ✓ **SIA, CompTIA……**

Customer feedback surveys
- ✓ **Listen to your customers needs**
- ✓ **Business reviews**

Questions / Answers

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Wrap Up / Summary
How do you spell S-T-I-C-K-Y

S: STAY In Consistent Touch with your Customer
T: Gain their TRUST (become a trusted advisor)
I: Provide INSIGHT (know customers business)
C: COMMUNICATE your Capabilities /
Certifications
K: Develop KPI's (Revenue is not a good
indicator)
Y: Refresh account plan for each customer
YEARLY.

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