

CUSTOMER 1ST®

Proactive customer cultivation and retention strategies can greatly minimize the need for costly Save and Winback programs.

Retention Begins Day One

The key to effective customer retention is to communicate with customers throughout their customer life cycle and to understand their needs. Develop a relationship with your customers and give them opportunities to tell you where you're not delivering. At what point during the life cycle are customers leaving? What is happening, or not happening, at those critical times?

What's The Solution?

Develop a plan to communicate with and nurture new customers from day one and for the duration of their tenure. Affinitas' proprietary retention program, **Customer 1st**, is designed to do just that. **Customer 1st** is a turnkey customer contact system that enables business managers to execute targeted customer retention tactics. Through this program, specific events in a customer's life cycle are anticipated, and corresponding customer communications are launched with controlled timing and content, including:

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|-------------------|---------------------|------------------------|
| Welcome Calls | Anniversary Rewards | Satisfaction Surveys |
| Newsletters | Cross-sell/Upsell | Contract Renewals |
| Usage Stimulation | Invoice Review | Service Call Follow-up |

What's The Reward?

Increased retention rates over the course of each customer life cycle proactively reduce churn and decrease marketing costs. For several Affinitas clients, the **Customer 1st** program was able to:

- Reduce churn by up to 28%
- Increase ROI by nearly 100%
- Produce direct mail response rates up to 10.7%

Affinitas is a full-service integrated direct marketing and customer care solutions agency offering best-in-class contact center services, end-to-end marketing services in traditional direct response media and emerging new media, and multicultural marketing services.