

Brainstorm

Write down any ideas that come to mind that address your problem statement.

 10 minutes

TIP



You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

SNEKA.S

segmentation	service	system
selling	by customer retention may be tough but it can be a lot easier than winning new bussiness	especially in this climate
new features	training	on going communicatiin

SHARMILA.N

proactive customer service	loyalty programs	onboarding
retargetting	community building	good will offering
subscriptio n model	shared vision strategy	a focus on adaption

SNEKHA. R

keep its customers over time	customer relationships typically begin with an initial interaction	number of new customer acquired over time
customer experience	brand ambassadors	potentially losing out on repeat customers
should be balanced fairly	the number of customers in the customer base at the period	number of customer at the end

SANDHIYA.K

offer personalized service	use data to provide personalized support interaction	build trust
use social media	incentivize loyalty	gather customer feedback
improve customer support service	incentivise loyalty	respond to customer support queries quickly

SOUNDARYA.V

churn rate	retention rate	customer experience journey
post purchase evaluation	periodic statisfaction surveys	continuous satisfaction tracking
service concerns that seem to cause customers to leave	an evaluation of competitiveness of current pricing	an evaluation of competitor advertising campaign

