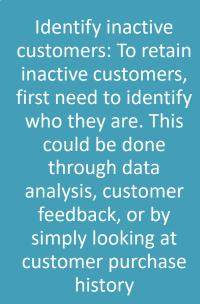


Measures for retaining inactive customers

Retaining inactive customers and converting them into active customers can be a challenge for any business. However, with the right strategies in place, it's possible to reignite their interest in the products or services and turn them into loyal customers



Understand why they became inactive:
Once identified the inactive customers, try to understand why they stopped using your products or services. This could be due to a lack of interest, a competitor's offer, or a poor customer experience

Offering Incentive

Monitor and evaluate:
Continuously monitor and
evaluate the effectiveness of
your incentives and rewards
program. This will allow you
to make any necessary
adjustments and improve
your results over time

Use multiple channels: Promote your incentives or rewards through multiple channels, including your website, social media, email, and in-branch marketing materials

Make the offer clear and simple: Make sure the offer is clear and simple to understand. Avoid complex terms and conditions that could discourage new customers from taking advantage of the offer

Offering incentives or rewards to new customers can be a great way to increase their value to the bank and attract even more new customers

Define your target audience: Identify the type of customer you want to attract and offer incentives or rewards that will be most appealing to them

Choose the right incentives:
Select incentives or rewards
that are aligned with your
target audience's needs and
preferences. This could
include cash bonuses,
merchandise, free services, or
discounts

Expanding bank's service or products

Evaluate existing offerings: Evaluate the existing product and service offerings to identify areas for improvement and areas where new offerings could be introduced





Partner with other businesses: Consider partnering with other businesses to offer complementary products and services. For example, if the target audience is interested in investment services, partnering with an investment management firm to offer investment products and services to the customers

Demographics



- Demographic and behavior analysis can be a valuable tool for tailoring marketing efforts and improving customer engagement
- Analyzing the demographic and behavioral data for each segment to identify trends and patterns. For example, inactive customers are more likely to be younger, while VIPs are more likely to be older and have higher purchasing power

Excellent Customer Service

Excellent customer service is essential for retaining customers and ensuring their satisfaction. The customer service team is equipped and well-prepared to handle any questions or concerns that new customers may have



Marketing Strategy

Prioritizing marketing and outreach channels is a crucial step for any business to achieve maximum results from its marketing efforts.



- Assess your current performance: Analyze your current marketing efforts and determine which channels are providing the best return on investment (ROI). This could include metrics such as website traffic, conversion rates, and social media engagement
- Identify your goals: Determine the specific goals you want to achieve with your marketing efforts. This could include increasing brand awareness, driving sales, or generating leads
- Choose the top 10 channels: Based on your market analysis, performance assessment, goals, and industry benchmarks, choose the top 10 channels that are most likely to help you achieve your marketing objectives
- Allocate resources accordingly: Based on the priority of each channel, allocate the necessary resources, such as budget and manpower, to ensure maximum results. For example, if email marketing is your top priority, allocate more budget and manpower to that channel than the others