Some of the ways of keeping customers are:

1. Encouraging to stay those customers willing to leave.
2. Improving operations so customer will not leave.
3. Selecting methods that acquire customers to get better customers.
4. Keeping only profitable customers.

In this approach for keeping customers, the model is very important because it will determine which customers are leaving and those who are staying. The model is to find patterns in customers to decide which ones will stay. It is import too to find out why customers want to leave: bad service, high prices, poor quality of products, or any other reason.

In a study of the Harvard Business School about customer retention rates says that by keeping customers from walking away increases profits from 25 to 95 percent.

Research suggest that customer retention can be done by increasing customer loyalty with these approaches:

1. Communication,
2. Selling,
3. Reciprocity,
4. Support, and
5. Loyalty programs.

                                                        References

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