A CRM system can help you build and maintain customer loyalty by providing you with a centralized platform to manage customer interactions and data. Here are some ways to ensure customer loyalty using a CRM system:

Personalization: Use the data collected by your CRM system to personalize your interactions with customers. [This can include sending personalized emails, offering personalized promotions, and providing personalized recommendations based on their purchase history 1](https://commence.com/blog/2020/07/26/crm-strengthening-customer-loyalty/).

Consistency: Consistently providing excellent customer service is key to building customer loyalty. [A CRM system can help you track customer interactions and ensure that you are providing consistent service across all channels 1](https://commence.com/blog/2020/07/26/crm-strengthening-customer-loyalty/).

Manual tracking: In most cases, very little information needs to get tracked in your CRM. Generally, you need to track the following from these interactions: When the conversation happened, if it was a meeting or a call. What you discussed. [What next steps, if any, followed from that interaction2](https://www.salesforce.com/resources/articles/customer-interactions-crm-smb/).

Communication: Use your CRM system to communicate with customers regularly. [This can include sending newsletters, promotional emails, and other relevant information that will keep your customers engaged and informed 1](https://commence.com/blog/2020/07/26/crm-strengthening-customer-loyalty/).

Loyalty Programs: Implementing a loyalty program can be an effective way to build customer loyalty. [A CRM system can help you manage your loyalty program by tracking customer rewards, points, and other incentives 1](https://commence.com/blog/2020/07/26/crm-strengthening-customer-loyalty/).

[By leveraging the capabilities of a CRM system, you can build and maintain strong relationships with your customers, which can lead to increased customer satisfaction and loyalty 1](https://commence.com/blog/2020/07/26/crm-strengthening-customer-loyalty/).

**What to do about customer retention**

The system will be in such a way that customers will be able to log into it and see their progress, how far their project is doing, also, with the help of automated messages, customers will always be updated about new services that the company will be offering, and also sending messages to customers who have been loyal to the company about discounts that will be offered to them if they purchase a particular service.

The customers should also be able to send requests based on their projects through the system which will be seen by the project manager and the project management team and then updated and a message sent to the customer via sms saying their demand has successfully been updated.

**Uniqueness my of CRM**

The project management team should be able to work together and ensure smooth communication and organized data from remote locations.

The system should calculate how much profit or loss has been made over this month and the last.