

How to ensure retention via SaaS applications

a guide for SMB e-commerce





Superior Relationship Economics

**It costs less to
retain than to acquire new
customers**

5%

**Increasing customer
retention rates by just
5 percent increases
profitability by
25 to 95 percent.**

Bain&Co




SMB Tradition

SMBs have traditionally been able to gain the advantages over larger competitors by developing personalized relationships with customers, customizing their offerings and efficiently targeting niche markets.

**The global
average value of each
lost customer is
about**

\$243

KissMetrics



The notion of retention is already present in SMB's blood

Family businesses perceive excellent customer service as critical to the future of their businesses

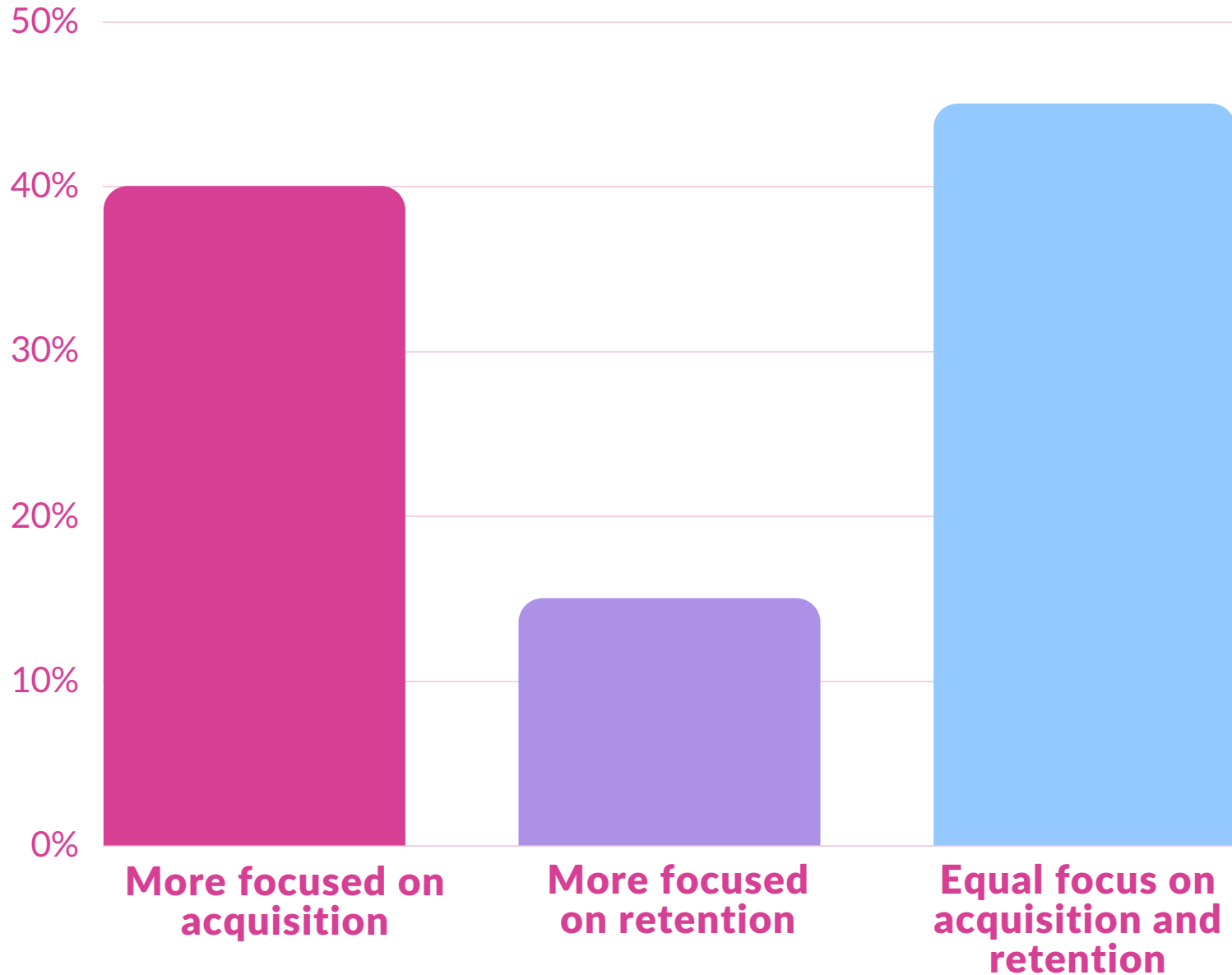
**Large corporations
have already
discovered the
need for a solid
retention strategy**

82%

**of companies agree that
retention is in fact
cheaper than acquisition**

eConsultancy

Marketers are still more focused on acquisition than retention



*Before large corporations
start to act...*

**Can the SMB create a
difference in terms of
retention?**

*and compete with larger
companies?*

YES!

**If they can use the
advantages present in
their DNA ...**



An SMB is flexible

Before larger competitors apply a tactic, an SMB can make it happen as the organization is smaller.

An SMB has a focus

An SMB usually focuses on a particular niche in an industry, lives and breathes with it!



An SMB is close to its customer

Large organizations are sometimes unapproachable and arrogant whereas SMBs are more friendly while dealing with customers



+

SaaS
apps

SaaS

**A Life Saver
for SMB
e-commerce**



SaaS applications can empower the best e-commerce retention strategies

- **Personalization**
- **E-mail marketing**
- **Cart abandonment e-mails**
- **Online chat**
- **Customer reviews**

*...can all be found as
SaaS applications*



Enjoy the power of retention

with SaaS applications

thanks
for your time

LOOKING FOR INTERESTING CONTENT ON
E-COMMERCE AND SMALL BUSINESS?

[PERZONALIZATION.COM/RESOURCES](https://perzonalization.com/resources)

[@PERZONALIZATION](https://twitter.com/PERZONALIZATION)