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
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
Marketers are still more focused on acquisition than retention

- More focused on acquisition: 40%
- More focused on retention: 10%
- Equal focus on acquisition and retention: 50%

eConsultancy
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

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