



# Executing Customer Retention Fundamentals.

## 5 Strategies...



# #1. Personalization and Customer-Centric Experiences



A decorative graphic on the left side of the slide features two baseballs. The top baseball is white with orange stitching and is partially cut off on the right edge. The bottom baseball is also white with orange stitching and is partially cut off on the left edge, overlapping the bottom-left corner of the slide.

## #2.

# Effective Use of Customer Data and Insights



# #3. Loyalty Programs and Incentives





# #4. Exceptional Customer Service and Post-Purchase Support



#5

# Engaging Content and Community Building

