

# bring your customers back!

What gets people to come back to your store and become a loyal customer is consistently providing them with positive experiences, not negative ones. When you make a shopper feel good, provide them with help and let them know that they matter, they are more likely to develop loyalty to you and return to your store. Specific suggestions:

- Look up and make eye contact when a customer comes in.
- Warmly greet the customer with a phrase

such as “How nice to see you,” or “Great to have you back again.”

- Address the customer by name, if you know it.
- Personalize the shopping experience so that people feel that there is a sense of continuity. *Example:* Ask regular customers how they liked their last purchase.
- Communicate well with customers and build a rapport with them.
- Find creative ways to entice your customers to come back to find out what your next set of products are.
- If you make a mistake, do something to correct it so that you don't lose that customer: Fix the mistake, and you'll fix the customer relationship.
- Request feedback from customers and consider how to implement valid suggestions. Don't ignore complaints. They are signals that there is a problem that should be fixed. Make sure customers know that you have made a change based on their feedback.

## THE retailchallenge



The International Council of Shopping Centers is the trade association of the shopping center industry

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A hospitable retail environment will help foster customer loyalty.

*The Retail Challenge* interviewed JoAnna Brandi, President, JoAnna Brandi & Co., a customer-retention consultancy, Boca Raton, FL.