

ST APPPOINTMENTS

MAKING OPPORTUNITIES KNOCK ON YOUR DOOR

How to build customer loyalty and make more money

Many businesses are not making as much money as they can. Just because a customer buys your product or uses your service doesn't mean they will come back. Don't view customers as a one-time event. Build a relationship with them. What else do they need? Will they forget you once they walk out the door? A customer represents a continuous revenue



stream, not a one time purchase. You want to build a loyal customer not merely a satisfied customer.

Facts:

- A satisfied customer doesn't mean they are loyal customers
- We traditionally overspend on new customers instead of developing loyal customers.
- Forum Corporation showed that up to 40% of the customers in its study who claimed they were satisfied, switched suppliers without hesitation.
- A Harvard Business Review study reported that 65-85% of customers who switched suppliers said they were satisfied or very satisfied with their former supplier.
- An average American company loses 15-20% of its customers each year. "Businesses can boost profits 25-85% by increasing customer retention by as little as 5%." (Jill Griffin, author of Customer Loyalty: How to Earn It, How to Keep It)
- A Rockefeller Study discovered several reasons why customers defect.
 - 14 percent left because they did not answer their complaints
 - 9 percent left because of the competition

9 percent left because they moved 68 percent because of no specific reason

Knowing these facts should motivate us to develop a plan to build loyal customers. Here a few innovative ways to improve customer loyalty:

Establish a customer focus group- Invite some of your customers to come to a periodic meeting and provide incentives.

Host an off-site meeting for key customers

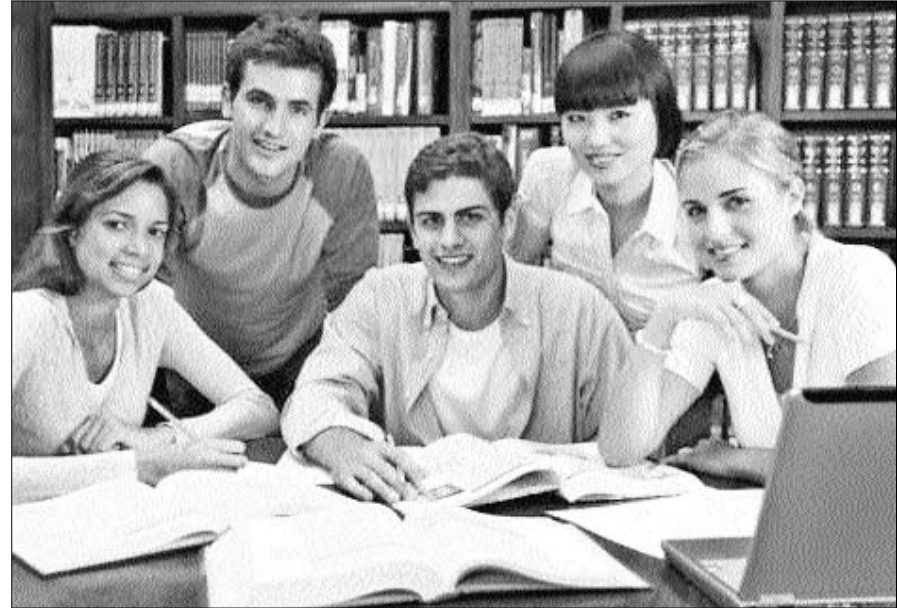
Take them to a remote location and provide them with a few classes to help their business. Find out how your company is meeting their needs. Build a relationship.

Talk to Your Front

Line People- Find out what is going on by talking to your staff. Most of the time they know the problems and the solutions.

Collect E-Mail Addresses

Studies show that people are more likely to read and do something with E-mail. Periodically send updates, tips, facts and stories to your client list. Make sure you don't abuse E-mail. Don't spam people, probably once a month is fine.



Avoid Mailing Labels

If you are like me, I sort my mail standing up in front of the trash can. I make one pile to open and the ones with mailing labels usually go unopened into the trash. Hand address or use laser printers on your envelopes.

Use Colorful Postage Stamps

If possible, avoid bulk mailing, metering and "plain Jane" stamps. Colorful stamps get attention and usually get opened.

Discover Your Competition

What you don't know could make a major difference. Talk to your competitors and your competitor's customers. Pizza Hut didn't begin delivering pizzas until Dominoes arrived on the scene.

Steal Ideas

Look at other industries and find out what they do that you can apply to your business. Don't get tunnel vision and only look at similar businesses.

Be Different

Americans love trends and the zany. Do something unusual, funny or maybe even a little strange. Stand out from the crowd. The owners of a successful furniture store in Boston dressed up like the Lone Ranger and Tonto and rode through their parking lot on horses. They also built a state-of-the-art 3D, animated theater inside their store for children. Now parents can drop off their kids and go shopping for furniture. This store has the highest sales per square foot of all furniture stores in America. In keeping with this idea consider:

Free Tickets

All the blockbuster movies opening every weekend provides a great opportunity to send your customers complimentary tickets. Include a personal note on your letterhead with the tickets.

Anniversary Dates

Send a special gift on the anniversary you began doing business with your customer. A calendar with comments like, "On this date you made a difference" or "We couldn't have done this without you."

Shoot This

Send a disposable camera with your logo on it. However, first take a picture of yourself with your message on a placard or sign. So when they develop the film they will have your picture and your message.

Hire a Greenhouse

I know a real estate agent who buys a poinsettia for all of her customers every Christmas. She then mails a gift certificate to them telling them to go to a local greenhouse to pick them up. This way she doesn't have to worry about delivery etc. . .

Capture a Birthday

Write the birthday date on the back of all the business cards you collect. Then send them a card on their birthday.

Surveys

Hire a company or use your employees to call or mail a survey to your customers. Ritz-Carlton hotels and Pizza Hut survey up to 40% of their customers each month. Find out what they liked and what they didn't.

Newsletters

Send out a periodic newsletter with tips and facts. Put information in about your new products or services.

Write a Newspaper Column

Hire a ghost writer or write a weekly, monthly column for a newspaper or trade journal.

MINISTRY OF TOURISM
Sri Lanka Tourism Promotion Bureau
Take Sri Lanka to the World
A land like no other

Sri Lanka Tourism Promotion Bureau has been entrusted with the task of coordinating all tourism promotion programs, and is seeking a talented, self-motivated and dynamic individual to join the Sri Lanka Tourism Team to take on the challenge of positioning Sri Lanka as one of the most preferred tourist destinations.

You should be a team player with excellent interpersonal skills as well as excellent written, verbal and communication and presentation skills (in English). Knowledge of any foreign language would be an added advantage. You are required to be an analytical and positive thinker with the ability to work under pressure and keep to deadlines. A high level of IT literacy is also sought. When required, you should be willing to travel abroad for work-related projects. An attractive remuneration package awaits the right candidate.

TEAM LEADER STRATEGIC PLANNING & RESEARCH

Job Summary
Provide strategic input for the Strategic Planning Process which would provide the framework for the effective delivery of destination marketing and promotional objectives

Responsibilities

- Preparing business cases to justify all promotional communication activities of Sri Lanka Tourist Board and development of ROI metrics to track success of such communications.
- Creating roadmaps to priorities and plan online initiatives.
- Benchmarking competitors and best-in-class industry standards.
- Understand visitors (tourists) profile and segmentation, competitor information (market share)
- Interpreting trends and recommending improvements.
- Working closely with Advertising, PR, Marketing Departments to integrate media plans with branding and creative strategies.
- Detailed brand guidance for campaigns.
- Identify key gaps in destination communication and recommend primary methods of research to fill them.
- Work closely with Marketing Department to lead strategic thinking and initiatives.

Qualifications

- A degree from a recognize university, preferably in Management.
- Professional qualifications in Marketing or Management Accountancy
- Master of Business Administration will be an added advantage.
- Minimum of 05 years experience in a relevant field.
- Knowledge and understanding of the principles, processes and requirements for strategic planning
- Excellent communications skills
- Excellent working knowledge of commonly used software packages such as Microsoft Office and proficient use of the internet
- Working knowledge of commonly used planning tools such as BCG or Balance Scorecard would be an added advantage

Applications giving full particulars together with copies of all certificates pertaining to academic, professional qualifications, work experience and the names of two non-related referees should be forwarded under registered cover with post applied for undersigned within 14 days or **E-mail to info@srilanka.travel**

For more details please visit www.srilanka.travel

Incomplete applications will be rejected and any complaints regarding applications being lost or delayed in the post will not be considered.
Any canvassing will be a definite disqualification.

Chairman
Sri Lanka Tourism Promotion Bureau
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Papyrus Papers, agents for Conqueror Paper now represent Visage Images, Master Delegate for Getty Images in Sri Lanka. Access to some of the world's leading digital photo stock libraries is now conveniently available through this partnership.

We've got what you are looking for

Since our clients constitute the creative fraternity from mostly the advertising sector, the applicant we are looking at will have to be a people-person with strong rapport-building skills and an easy but confident manner.

An excellent command of English, the ability to achieve targets, knowledge or interest in photography and computer literacy is essential. Age below 30 years.

Excellent remuneration and benefits.

Fax your CV to 011 2314028 or email conquer@sltnet.lk within a week including the names and contact numbers of two non-related referees.

277, Vauxhall Street, Colombo 2. Tel: 011 2314027, 011 4854330, 011 4854331

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