



## **College of Customer Win Back**

### ***Skill Finders Guide***

#### **Recognizing the substantive benefits of customer win back**

- Understanding the real reasons why your firm lacks a win back system
- Quantifying the rewards of win back---both short term and long term.
- Building a business case that substantiates the practicality of win back investment
- Other skills:

#### **Managing the Big Three: Win Back, Retention, Acquisition**

- Using the interconnectivity of win back, retention and acquisition to strengthen all three
- Knowing the six customer groups to track and what to learn from each
- Slicing and dicing purchase data to pinpoint and monitor customer defection
- Estimating customer lifetime value for current customers and prospects
- Developing working formulas for estimating second lifetime value of lost customers
- Crafting your win-back decision map---your direction finder for recovering lost customers and saving at-risk customers
- Other skills:

## **Winning Back a Lost Customer**

- Creating win-back processes and protocols
- Recognizing the different ways customers say goodbye
- Determining whether a customer is worthy of win back
- Segmenting lost customers by reason for defection
- Uncovering a customer's real reason(s) for leaving
- Creating a win-back communication plan that reinstates customer trust
- Learning how real companies tackle customer win back and measure win back success
- Other skills:

## **Saving a Customer on the Brink of Defection**

- Using a three-step CPR to save at-risk customers (off- and on-line)
- Understanding the emotion of trust and its influence on saving a defecting customer
- Mastering techniques for rapid trust reinstatement'
- Recognizing the three phases of customer loss and intervening early
- Tapping sources of information about impending customer defection
- Other skills:

## **Mobilizing and Managing a Win Back Team**

- Setting up and managing a permanent win-back team
- Mobilizing and managing a temporary win-back team
- Mastering people, place and process issues
- Other skills:

## **Making your Company Defection Proof**

- Operating on the assumption that no customer is ever truly safe from defection
- Shifting customer needs and values and how to operate in this reality
- Using the Kano Model to deliver value that brings customers back
- Researching what matters most to customers
- Practicing wondrous entanglement to make customers stick
- Other skills: