

To correct all the consequences of this humanitarian crisis, it will take more than one year, but one thing can be said for sure in order for everything to start going for the better, it is necessary to stop military operations on the Ukrainian territory and re-configure the logistics routes to restore the supply of products.

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IMPLEMENTATION OF A CUSTOMER RETENTION STRATEGY

Whether you are a newcomer or a long-established company, customer retention is one of the most important things you can do to run a profitable business. It's important to understand the difference between attracting and retaining customers. Attracting customers is essential to growing your business, while customer retention is aimed at getting them to do more business with you and be satisfied with your products and services.

You need to understand that attracting new customers is critical to expanding your customer base, but without the right retention strategy, you won't increase your

revenue. Many business owners believe that the more new customers, the more profit. All of their resources go just to attract newcomers. But you need to remember that the growth of any business is not only due to new customers, but also to permanent ones. In any case, it takes more time and resources to attract new ones, it's much easier to keep existing ones and get them to come back to make more purchases. You must always remember that repeat purchases reduce marketing and advertising costs. But to do this, the customer needs to feel that they have developed a good relationship with the brand and so the owner and employees of the company need to try their best [1,c.3-4]. To ensure customer loyalty to the brand and keep them coming back, you need to focus not on a one-time sale of a product, but on the picture of the customer experience as a whole. That is, you need to get to know your customer better and make sure that your relationship is mutually beneficial.

Now the question arises: how do you implement a customer retention strategy? Really effective strategies have different programs that complement each other, while increasing your customers' desire to stay put and keep buying from you. Now let's go directly to some tips on how to retain a customer.

First you need to ask yourself the question: why should this person come back to me and what makes my company different from the competition? If you cannot answer this question, then you need to work on your business strategy.

Why should the customer buy from you? Here are some recommendations. First, you need to greatly simplify the transaction process. After some research, it turns out that about 70% of consumers say speed, convenience, expert assistance and friendly service are the most important elements of a positive customer experience [3]. Give preference to technology that delivers these benefits. They want user-friendly website and mobile app design and automation to make their work easier.

Second, you need to offer discounts on purchases. You can offer a 10% discount after a customer makes multiple purchases. This is an incentive to buy the next items as well as the likelihood that the customer will come to you in the future.

Third, create the perfect loyalty program. According to studies, consumers do maintain loyalty to a brand which chooses such loyalty programs. For example, Sephora Beauty Insider has implemented one of the most successful loyalty programs in retail. Their users get special points for every dollar they spend. They can get free samples, experiences and money. Everyone who signs up gets a tester on their birthday. It's a small bonus that encourages people to sign up and stay active. Some perks are designed to create an emotional connection between the customer and the store, including free lessons, early access to product launches and meetings with brand founders. Sephora even offers travel packages for top customers, such as a Smash box-sponsored trip to Los Angeles that includes professional makeup and dinner for two at Catch, a prestigious seafood establishment frequented by stars.

Also, you can offer rewards for referring other customers. This is called a referral program. It is one of the most successful strategies. The important point is that the person who brings a friend must have an incentive - give him not just a discount. A monetary reward will motivate customers to share your site with their friends and family much more.

One good way to retain customers is to send customers a handwritten thank you card, especially when they spend a definitely large amount of money. In fact, a large number of consumers like it when a brand shows their appreciation. But they want something more than just a simple email. It would be nice if the brand expressed gratitude to loyal customers in the form of small cards, gifts or awards.

Another interesting thing is for the brand to create an unforgettable unpacking experience. It's important to remember that the special packaging will add value to your product and also make the experience exciting.

One of the points of a successful customer retention strategy is to listen to what customers want and need. Panera Bread, for example, listened to customer feedback and became the first restaurant chain in the U.S. to include calorie counts and ingredient information in its products. In 2014, the company eliminated artificial

preservatives, sweeteners and flavorings from its products. This really set the company apart from others. With this move, customer confidence has increased and many have become regular customers of the restaurants.

Sending free samples of your products is also a good way to retain customers and build loyalty to your brand. The famous chocolate company Godiva has taken advantage of this. They constantly sent free samples of their new creations to their customers - even those who hadn't made a purchase in over a year. This really set them apart as a brand that cares about their customers.

Another method is to offer a VIP program. With this program, customers get special privileges, discounts and free gifts if they regularly shop with you. Virgin Airways, for example, does this well; every time someone flies with them, they are automatically awarded points that they can use to pay for things like free flights and other perks that make customers feel special [2, c.119-120]

Finally, I'd like to add that we live in a time when social media is one of the keys to choosing a product or service. Therefore, it is important for any business owner to focus on this point. Many people tell their friends about products or services they like by posting them on social media instead of sharing in person. Make your social media sites easy for customers to share with promo codes.

There really isn't a one-size-fits-all recipe in customer retention. The key to creating loyalty must lie in trust. Let the product speak for itself.

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