7 SECRETS TO WIN CUSTOMERS LOYALTY AND SELL MORE WITH

STORE COMMANDER

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EDITO

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" I am delighted to share over 20 years of professional experience with you today, half being spent in the e-commerce business. Today I would like to emphasize the importance of developing customers' loyalty to ensure a long-lasting and healthy business life to your Prestashop store. "

WHY SHOULD YOU FOCUS ON CUSTOMERS LOYALTY?

The loyalty business model is a business model used in strategic management in which company resources are employed so as to increase the loyalty of customers and other stakeholders in the expectation that corporate objectives will be met or surpassed.

It costs 6 to 7 times more
to acquire a **new customer** than making an **existing customer** loyal

A typical example of this type of model is quality of [product](#) or [service](#) leads to customer satisfaction, which leads to customer loyalty, which leads to profitability.

Customer loyalty can therefore increase your turnover from a long-lasting standpoint by generating recurring sales as well as introducing a regular sales momentum.

Loyal and satisfied customers will then become the ambassadors of your own brand by talking about it around them.

Store Commander introduces its **customers relationship management** tool with functionalities that will allow you to run **loyalty** campaigns to maintain contact with your customers easily, and **increase your turnover fast**!

A 5% increase in customer loyalty can make your profits rise up to 125% (source: Salesforce Desk, May 2013)!

1 AIM AT GETTING REPEAT ORDERS FROM CUSTOMERS!

Target customers according to multiple criteria and entice them to come back on your store to make new purchases! You will find below a few examples of actions that you can quickly and easily implement using Store Commander in order to get repeat

- Emailing a discount code right after they made their first purchase on your store
- Emailing a discount code according to the amount already purchased on your store i.e. all customers who purchased > 200$. Offer a promo code to thank them for their loyalty and encourage them to come back on your store.
- Emailing a discount code according to the number of orders placed
- Offering exclusive sales to all customers > 6 months by using the column 'date of the last order placed'
- And many more actions …

Clients

id custom	id shop	Civilité	Prénom	Nom	Email	Groupe par défaut	Groupes	Bons de réduction	Cmd. validées	Total cmd. validées	Date dernière cmd.	Nb. pdts. dans panier	Total panier
19	1	Mme	Natalie	Summer	Natalie@summer.co	Loyal Customers	Visiteur, Invité, Clier		0	0.00		3	41.97
18	1	Mme	Julie	Smith	Julie@Smith.com	Loyal Customers	Loyal Customers		0	0.00		0	0.00
17	1	Mme	Eva	Tourniquet	Eva@tourniquet.co	Clients Fidèles	Clients Fidèles		0	0.00		0	0.00
16	1	M.	Colin	Smith	Colin@Smith.co.uk	Client	Visiteur, Invité, Clier		1	56.34	2013-07-03 14:51:45	0	0.00
15	1	M.	Sam	Jackson	Sam@Jackson.com	Client	Visiteur, Invité, Clier		0	0.00		2	60.89
14	1	M.	Jack	Arizona	Jack@Arizona.com	Client	Visiteur, Invité, Clier		0	0.00		1	45.90
13	1	M.	Pedro	Salinez	Pedro@Salinez.es	Client	Visiteur, Invité, Clier		0	0.00		1	17.00
12	1	M.	Franz	Bach	Franz@bach.com	Client	Visiteur, Invité, Clier		0	0.00		3	56.21
11	1	Mme	Antje	Munch	Antje@Munch.de	Client	Visiteur, Invité, Clier		0	0.00		5	64.66
10	1	M.	Christophe	Marre	Christophe@Marre.c	Client	Visiteur, Invité, Clier		0	0.00		0	0.00
9	1	Mme	Gabrielle	Lous	Gabrielle@lous.com	Client	Visiteur, Invité, Clier		0	0.00		4	39.17
8	1	Melle	Kali	Graff	Kali@graff.com	Client	Visiteur, Invité, Clier		1	56.38	2013-07-03 14:56:33	0	0.00
7	1	M.	Téo	Dors	Theo@dors.com	Client	Client, Professionels		4	180.96	2013-07-09 12:16:05	0	0.00
6	1	M.	André	Poytiers	Andre@Poytiers.co	Comité d'entrep	Professionels, Reve		0	0.00		1	28.99
5	1	Mme	Anna	Mirabelle	Anna@Mirabelle.con	Revendeurs	Revendeurs		3	98.64	2013-07-03 14:54:42	0	0.00
4	1	M.	Laurent	Prot	Laurent@Prot.com	Comité d'entrep	Comité d'entreprise		0	0.00		0	0.00
3	1	M.	Jacques	Haddis	Jacques@Haddis.co	Client	Client	PROMO	4	138.26	2013-07-01 14:11:03	0	0.00
2	1	Mme	Isobel	Sparrow	Isobel@sparrow.cor	Visiteur	Visiteur, Comité d'er	KB	3	129.26	2013-07-01 12:28:51	0	0.00
1	1	M.	John	Doe	John@Doe.com	Invité	Visiteur, Invité, Clier		1	48.63	2013-06-21 15:58:15	0	0.00

For instance, you can decide to run a special campaign for a different clients group each month!

2 **SEND TARGETED NEWSLETTERS TO BUILD CUSTOMERS' LOYALTY**

Store Commander allows to segment your customers by groups or, with the advanced segmentation module (release date 23rd September 2013) for even more granularity. You would then be able to run various loyalty or customer winning campaigns, whether you are targeting existing customers, resellers, referrals or just prospective customers.

The Light View includes a 'Newsletter' column allowing you to select all 'Opt-in' customers who agreed to receive the newsletter in a single click.

You can then export this 'opt-in' list using the quick export option, to be able to use your usual mass-mailing solution.

Store Commander is currently studying a mass-mailing/newsletter solution.

Please do participate to our survey here to let us know the solutions you are currently using and what you would like in order to gain in efficiency.

Another advanced customer segmentation tool will soon be released, tool that you can discover by subscribing to our News forum.

3 TARGET BY GEOGRAPHICAL CRITERIA

The '**Addresses**' view offers no less than 3 columns to segment customers according to geographical criteria.

- Say for instance you own one or more physical stores besides your online store and want to send postal mailings to local customers in areas close to the store
- or on counties or States nearby your physical store to invite them to a product launch event

In order to select all departments in the 86 region in France for instance you would need to input '86000..86999' in the column dedicated to postal codes. You can also segment customers using cities or countries.

id addres	id shop	id custom	Firstname	Lastname	Address	Address 2	Postcode	City	State	Country
18	1	16	Colin	Smith	515 London Avenue		RG14 6NH	Reading	-	United Kingdo
17	1	15	Sam	Jackson	18 Southampton Str		RG12 5PO	Reading	-	United Kingdo
15	1	14	Jack	Arizona	Ima Canyon		AR 85000	Phoenix	United States	United States
16	1	13	Pedro	Salinez	69 calle del sol		85 MD153	Madrid	-	Spain
19	1	13	Pedro	Salinez	15 rue du Soleil Leva		54000	Nancy	-	France
10	1	8	Kali	Graff	15 rue Garros		13550	Marseille	-	France
11	1	7	Téo	Dors	751 avenue du somr		33100	Bordeaux	-	France
20	1	7	Téo	Dors	15 rue du Soleil Leva		33000	Bordeaux	-	France
12	1	6	André	Poytiers	23a Church Road		BH1 5PD	Reading	-	United Kingdo
13	1	5	Anna	Mirabelle	18 allée du verger		13000	Marseille	-	France
14	1	4	Laurent	Prot	58 impasse de verre		49003	Ales	-	France
8	1	3	Jacques	Haddis	15 avenue abracada		13000	Marseille	-	France
9	1	3	Jacques	Haddis	Allée du bonheur		06000	Nice	-	France
7	1	2	Isobel	Sparrow	rue du moulin à vent		86000	Bern	-	Switzerland
2	1	1	John	Doe	16, Main street	2nd floor	NN3 5PO	Reading	-	United Kingdo

Should you decide to initiate a special operation for foreign customers, simply filter by country to then export to a spreadsheet country lists.

4 WIN LOYALTY AND CONVERT BY ACTIVE LISTENING

Sending **customers satisfaction surveys** say 1 month after their initial purchase also contributes to increasing their loyalty towards your brand as this constitutes an attempt to attract their loyalty through actively listening to their opinions and anticipating on their needs.


Please do not hesitate to ask us if you would like to setup an independent customer satisfaction survey. We offer the services and experience to undertake this task successfully for you via **www.enquetesenligne.net.**

5 IMPROVE SATISFACTION TO WIN LOYAL CUSTOMERS!

A satisfied customer is a loyal customer… the more satisfied they are, the more they will be inclined to order again on your store …

Beside these undisputable advantages, you will also be able to **follow customers' requests from beginning to end**, and not only on an after-sales service level, but for an additional time saving!
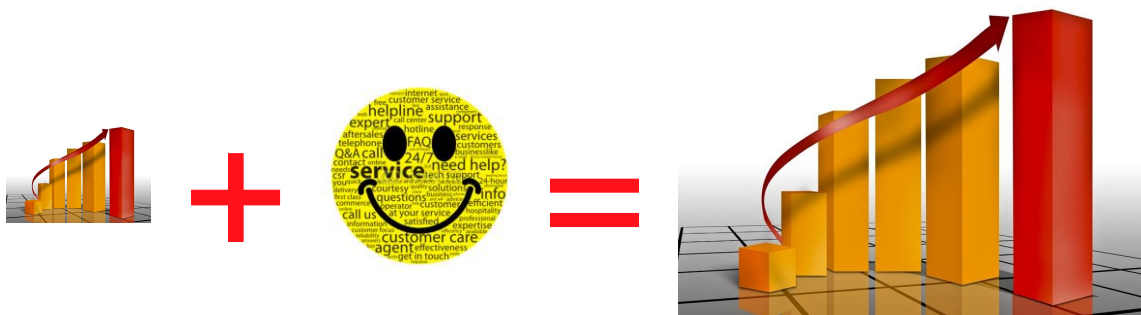
Pre-sales:

- Centralize and manage all incoming email from the Prestashop contact form
- Centralize and manage customers' requests by store
- Qualify and assign customers' requests to the most relevant customer assistant
- Filter customers' requests by status
- Filter customers' requests according to the appropriate service in your company
- Filter customers' requests according to the customer assistant skills
- Manage customers' requests according to their language

During the order management phase:

- Drive your customer service effectively
- Answer customers' requests fast
- Follow messages' history
- View statistics about customers' requests

After-sales:

- Drive the after-sales customer service efficiently
- Handle complaints, refunds and products returns effectively

6 EXPLOIT CROSS-SELLING TECHNIQUES TO SELL MORE

Sticking to the loyalty schemes topic and the urge to provide customers with better offers to optimize their own added-value processes, you can decide to target all customers who purchased a pair of trousers for instance and email them a discount coupon on a complimentary article such as belts. This is commonly known as a cross-selling technique consisting in selling products which can be related to or associated with your customer' initial purchase.

Cross-selling commercial techniques are proven techniques used to sell more to existing customers who ordered at least once on your store.

Store Commander allows you to perform such actions quickly and efficiently.

Here is how to put such cross-selling initiative in place from a very concrete standpoint using Store Commander.

In this example, we will send a discount coupon for 'Belts' to all customers who purchased a pair of trousers.

- Display the products from the 'Trousers' category and select them all

- Then display the 'Customers' grid from the Properties panel

- In this grid, you can see the list of customers who bought one or more of the selected products

- Now click on the Quick Export icon on the toolbar to export this customers' list onto a spreadsheet. Refer to this [article](#) for further details on the Quick Export option.

1. Select the category **2. Select all products** **3. Export the list in a spreadsheet**

You can now use this list with your usual mass-emailing tool to send the discount code on all articles in the 'Belts' category.

7 INITIATE INFORMATIVE AND LESS INTRUSIVE TARGETING

Think about initiating proactive informative communication, much less intrusive than pure commercial campaigns.
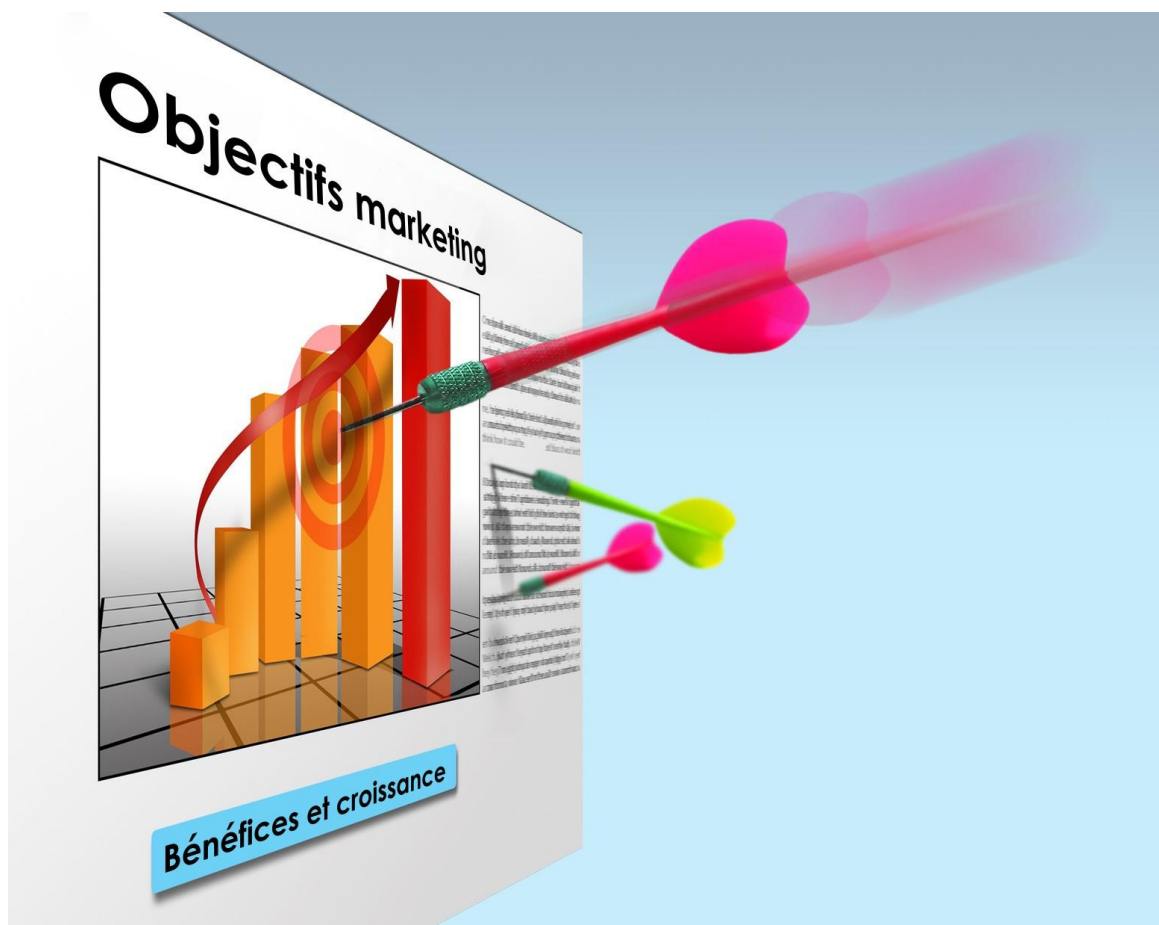
For instance:

If you are selling software, communicate about the forthcoming launch of a product update for instance

For customers who purchased furniture on your store, inform them of a new collection just out or a new style of furniture available on your store, etc.

With Store Commander you are going to be able to **multiply communication opportunities with your customers and prospective customers.**

ABOUT *STORE COMMANDER*

Created in 2009 by Vincent Millet and Karine Bernasse, Store Commander is a 100% web-based innovating and intuitive solution that includes hundreds of functionalities.

The application is designed to manage your store faster and more efficiently by mass-editing and mass-updating the catalog of products, orders and customers. This allows each and every PrestaShop merchants to save countless hours daily when it comes to managing their backoffice. Free from administrative constraints, they can concentrate on what matters most: developing their customers portfolio and increasing their turnover!

WWW.STORECOMMANDER.COM