

WELCOME



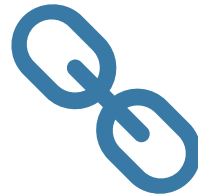
Using Customer Relationship Management Tools to Boost Customer Retention

May 11, 2023

HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:
<https://tourismns.ca/webinar-series>



This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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PRESENTER



Shaun Whynacht

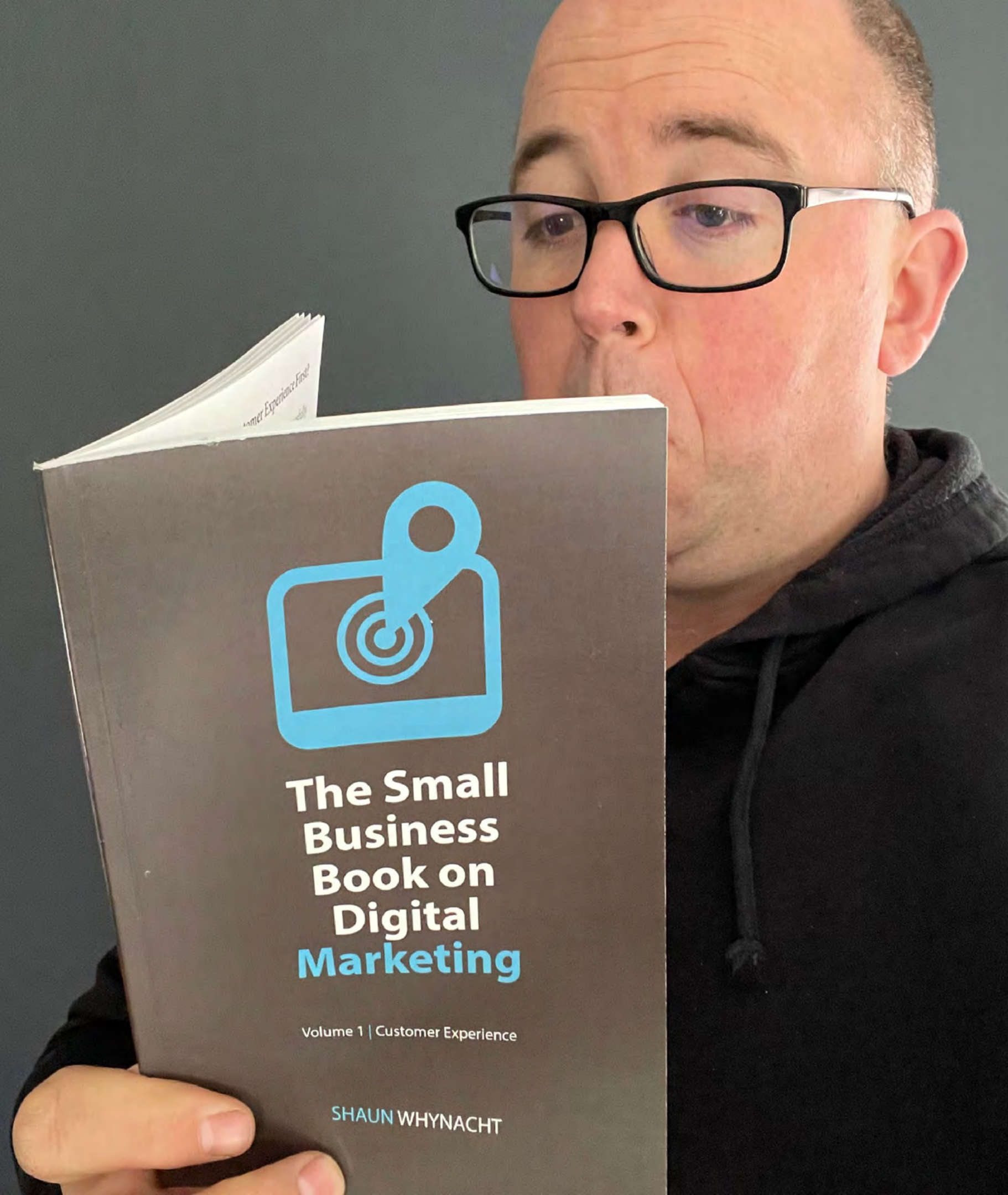
- Entrepreneur, business coach, and speaker based in Nova Scotia, Canada.
- Founder of Blue Cow Marketing Inc., a digital marketing agency that helps businesses to grow and succeed online.
- Blue Cow Marketing specializes in helping small to medium-sized businesses using a range of digital marketing strategies such as website design and development, search engine optimization (SEO), social media management, email marketing, and online advertising.

Using Customer Relationship Management Tools

To Boost Customer Retention

Who is this guy?

- 23+ Years Working With Small Business Marketing
- Work With Those Who Are Passionate About What They Do
- I Have High Expectations For Customer Experiences
- Take 2 Milk In My Coffee



What's Going On!

Importance of customer retention
in the tourism industry

Understanding Customer
Relationship Management Tools

Identifying Customer Retention
Opportunities

Implementing CRM Tools to
Enhance Customer Experience

Measuring the Impact of CRM
Tools on Customer Retention



Importance of customer retention in the tourism industry

Cost-effectiveness: Retaining existing customers is more cost-effective than acquiring new ones.



Importance of customer retention in the tourism industry

Repeat business: Focusing on customer retention helps drive repeat purchases and generate ongoing value from your customer base.



Importance of customer retention in the tourism industry

Competitive advantage: In an industry with a multitude of choices and increasingly complex consumer behavior, traditional demographic-based marketing alone is insufficient.



Importance of customer retention in the tourism industry

Improved customer experience: By prioritizing customer retention, travel and tourism businesses can transform the customer experience and bring back the magic of travel.



Importance of customer retention in the tourism industry

Adaptability and innovation: The travel and tourism industry is ripe for customer-focused innovation.



CRM Role

Centralized customer data:

CRM software gathers personal data to form a comprehensive customer profile, allowing businesses to have a better understanding of their customers' needs and preferences.

Improved customer experience:

CRM tools can help businesses improve the overall customer experience by streamlining interactions and providing personalized services.



Efficient lead pipeline and customer journey management:

CRM software offers tools and capabilities to manage a business's lead pipeline and customer journey efficiently [3].

Enhanced customer relationships:

CRM tools put the customer front-and-center, allowing businesses to optimize their interactions and relationships with customers

Targeted marketing campaigns:

By analyzing customer data and segmenting customers based on preferences, behaviors, and spending habits, CRM tools enable businesses to develop targeted marketing campaigns.

Understanding Customer Relationship Management Tools



Definition

CRM tools are software applications that help businesses manage their relationships with customers by organizing, automating, and synchronizing customer-related activities, such as marketing, sales, and customer service.

Understanding Customer Relationship Management Tools



Centralized customer data

CRM tools gather personal data from various sources (e.g., reservations, inquiries, and feedback) to create comprehensive customer profiles.

Understanding Customer Relationship Management Tools



Enhanced customer service

CRM tools can help tourism businesses provide excellent customer service by giving staff members easy access to relevant customer information and tracking customer interactions.

Understanding Customer Relationship Management Tools



Targeted marketing

By analyzing customer data and segmenting customers based on preferences, behaviors, and spending habits, CRM tools enable tourism businesses to develop targeted marketing campaigns.

Key features and benefits of using CRM tools for tourism businesses

Cloud Database

Having a cloud-based CRM means you can access the data anywhere you are, even when traveling or at home.



Key features and benefits of using CRM tools for tourism businesses

Mobile Communication

Everyone has a mobile phone and they never go without it. Being able to communicate with your customers by text messaging is critical in the present day.



Key features and benefits of using CRM tools for tourism businesses

Customer Profiles

Your customers want to feel special and remembered. The more you can build the customer profile the better you can communicate with them.



Key features and benefits of using CRM tools for tourism businesses

24/7 Response

You may not work 24/7, but people are planning their vacations at all hours of the day. With a marketing CRM you can deliver the right message to them at any time they request it.





Identifying Customer Retention Opportunities

Offer personalized experiences

Tailoring your services and products to cater to individual customer preferences and needs can help create memorable experiences and encourage repeat business.



Identifying Customer Retention Opportunities

Attention To Details

Train your staff to be attentive, responsive, and knowledgeable, and ensure that customer issues are resolved promptly & documented.



Identifying Customer Retention Opportunities

Encourage customer feedback

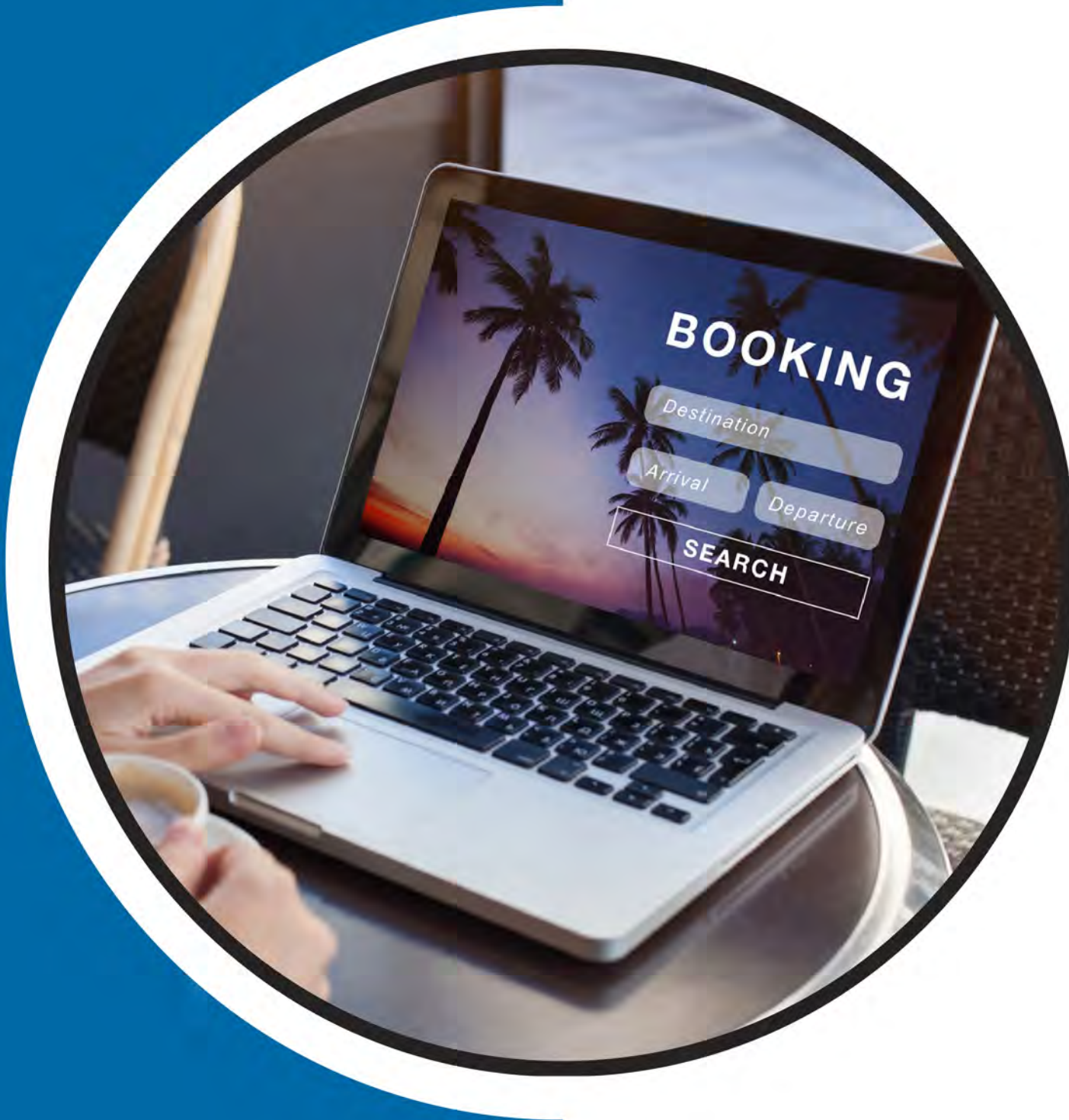
Actively seeking and valuing customer feedback can help businesses identify areas of improvement and demonstrate a commitment to meeting customer needs.



Identifying Customer Retention Opportunities

Engage customers through social media and email marketing

Regularly communicate with your customers through social media and email marketing to keep your business top-of-mind and showcase new offerings, promotions, or updates.



Identifying Customer Retention Opportunities

Offer a seamless booking experience

Simplify the booking process and make it user-friendly, ensuring that customers can easily find information, compare options, and make reservations.

Implementing The Tools

Personalizing customer interactions and communications

When communicating to customers with you're CRM it can pull in personalized information like their name, location and other saved data points to make the emails more custom to them.



Implementing The Tools

Streamlining Your Booking

Optimize for Mobile: Given the growing importance of mobile devices in the booking process, ensuring that your website and booking platform are mobile-friendly and responsive is crucial



Implementing The Tools

Streamlining Your Booking

Utilize automated booking systems:

Implement automated booking systems that allow customers to book their trips or accommodations with ease, while also providing real-time availability information. Integrating these systems with your e-calendar can help manage bookings more efficiently



Implementing The Tools

Streamlining Your Booking

Provide personalized recommendations: Leverage customer data to offer personalized recommendations based on their preferences, past bookings, and browsing behavior, making it easier for them to find relevant options and complete the booking process.



Implementing The Tools

Streamlining Your Booking

Implement chatbots or virtual assistants: Integrate chatbots or virtual assistants on your booking platform to provide instant support, answer customer queries, and guide them through the booking process in a conversational manner.



Implementing The Tools

Streamlining Your Booking

Enable social media bookings: Allow customers to book directly through your social media channels, such as Facebook or Instagram, by integrating booking options within your profiles, making it more convenient for customers to book without having to leave the platform.



Implementing The Tools

Streamlining Your Booking

Simplify payment options: Offer a variety of secure payment options, including credit cards, digital wallets, and local payment methods, to cater to different customer preferences and streamline the payment process



Implementing The Tools

Automating follow-ups and reminders

When you're busy it's easy to forget to follow up with those who are booked with you or have just experienced your business. Have a process that will automatically send follow-ups to those clients.

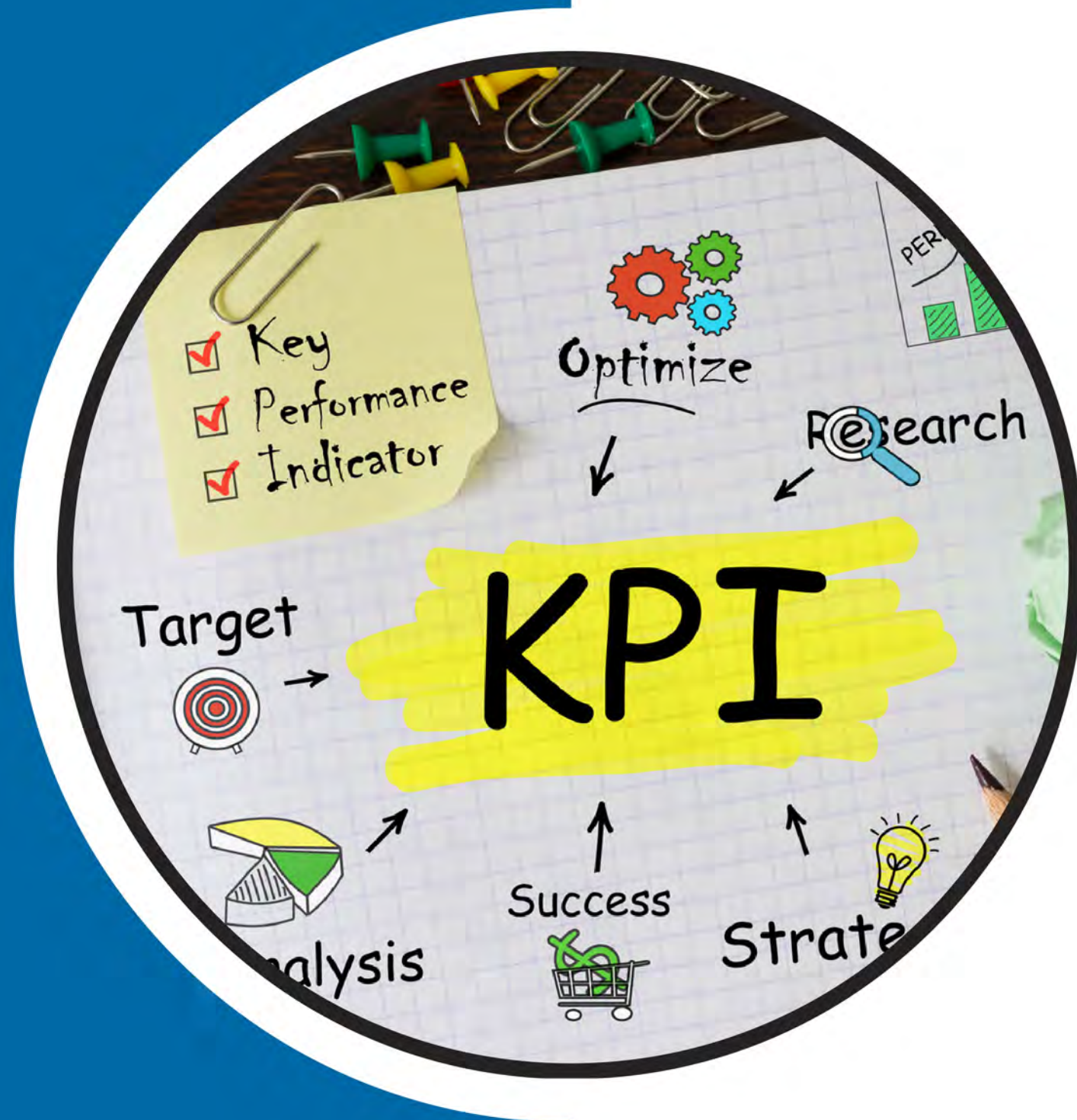




Measuring The Impact

Set clear goals and objectives

Before implementing a CRM system, define the specific goals and objectives you want to achieve, such as increased sales, improved customer satisfaction, or higher levels of customer loyalty



Measuring The Impact

Monitor key performance indicators (KPIs)

Identify the KPIs that are relevant to your goals and objectives, and consistently track them to gauge the performance of your CRM tool.



Measuring The Impact

Measure customer retention

One way to determine the effectiveness of your CRM system is to track customer retention rates. If you observe an increase in the number of customers who continue to do business with you, it can indicate that your CRM system is positively impacting customer relationships



Measuring The Impact

Calculate Net Promoter Score (NPS)

NPS is a measure of a customer's likelihood to recommend your business to their friends and colleagues, on a scale of 1 to 10. An increase in NPS can signal that your CRM tool is helping to improve customer satisfaction and loyalty



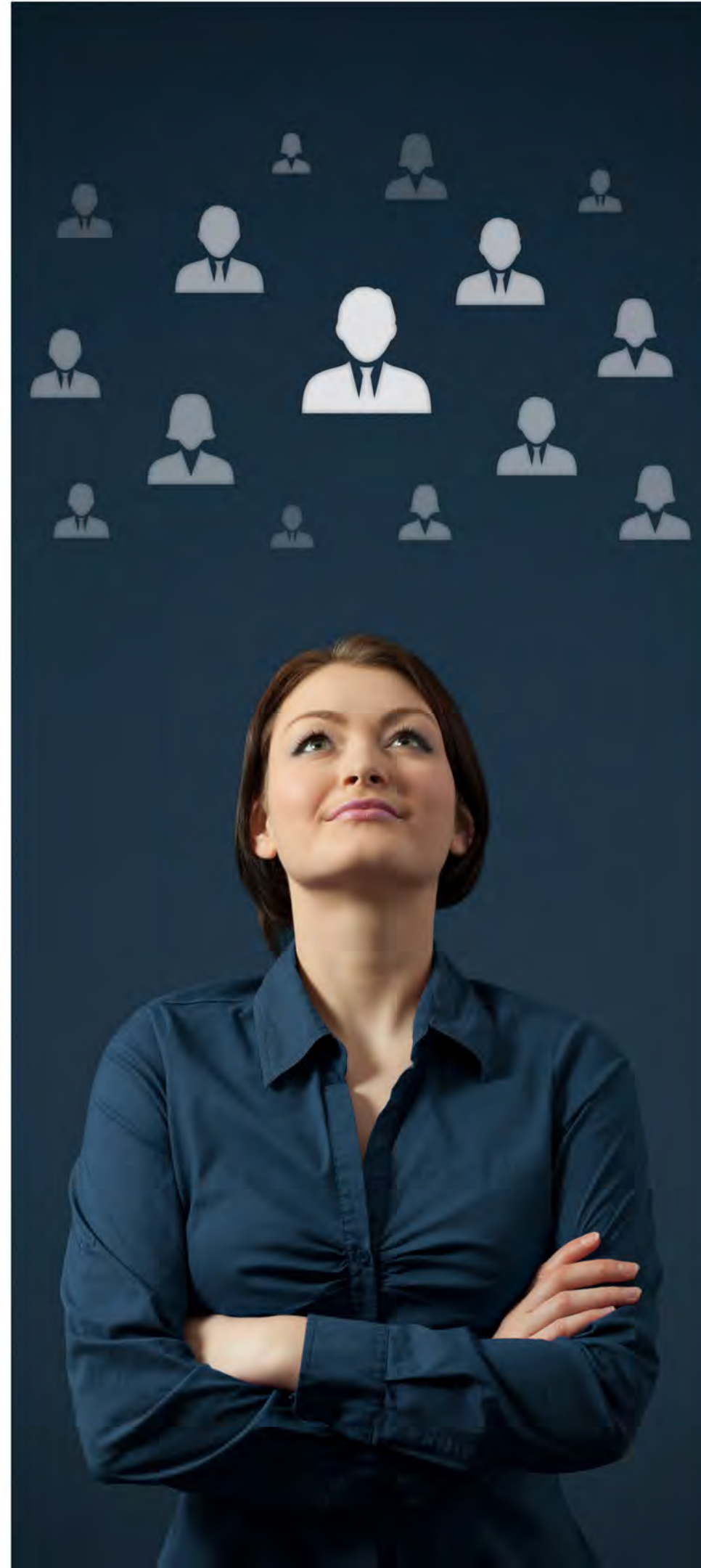
Measuring The Impact

Analyze sales data

Monitor sales trends, such as the conversion rates of leads, the speed at which leads move through the sales cycle, and the number of repeat bookings.

Are You Considering A CRM?

Before you do, ask yourself these questions!



What are my goals?

Determine your goals for using a CRM and consider how the collected data will be used to improve your business

What features are must-haves?

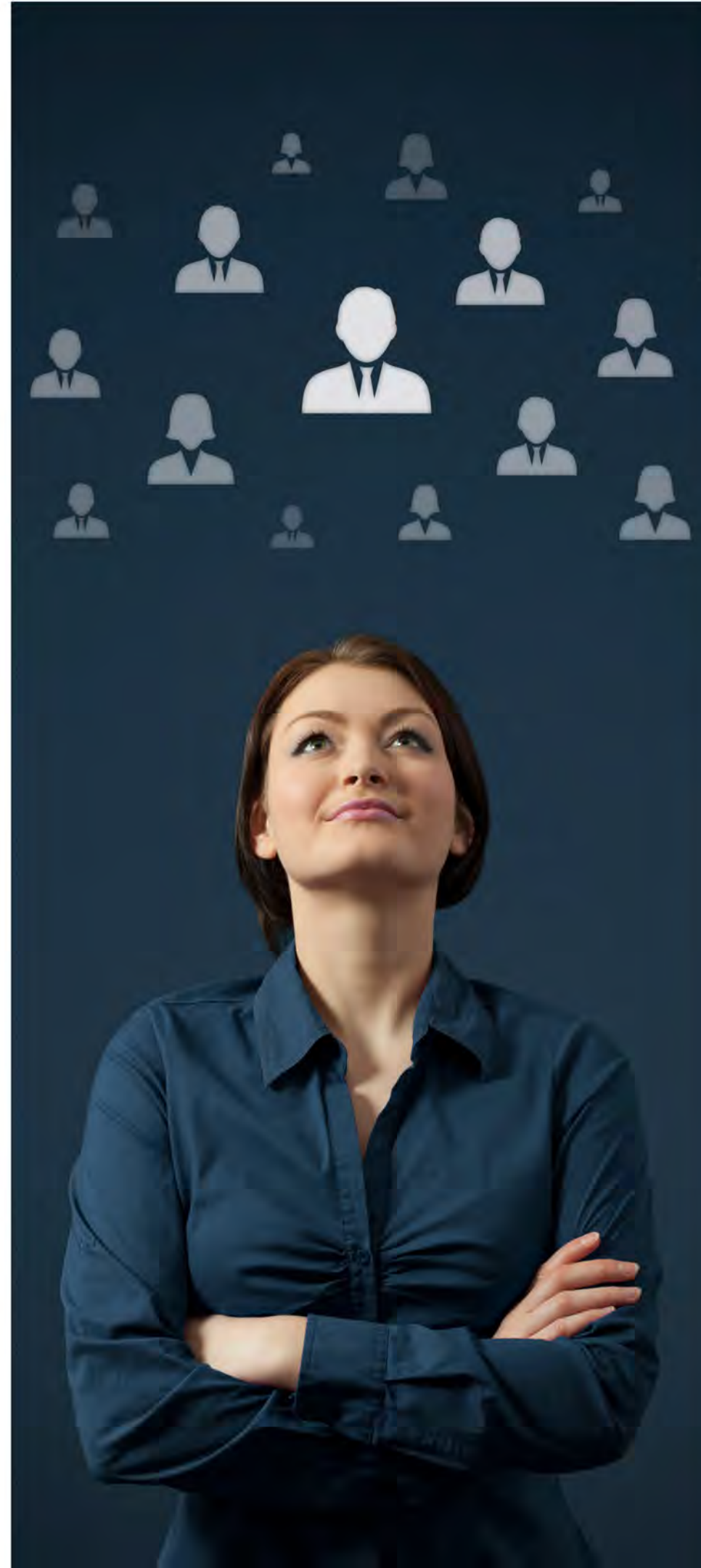
Identify the key features that are essential for your tourism business to function effectively

How will we get our team to adopt the CRM?

Consider the process of training and motivating your team to use the CRM efficiently

Are You Considering A CRM?

Before you do, ask yourself these questions!



What tools does our CRM need to integrate with?

Ensure the CRM can seamlessly integrate with the existing tools and systems you use in your business

What metrics will we track in our CRM?

Identify the key performance indicators (KPIs) that you want to monitor and measure using the CRM system

Will we outgrow this CRM at any point?

Evaluate whether the CRM system can scale and adapt to your business's growth and changing needs over time

Virtual Coffee

If I've intrigued you enough in this presentation about how you can improve your customer retention...let's have a **Virtual Coffee Chat!**

coffeewithshaun.com



SPRING TUNE UP: **Weekly Webinar Series**

- **Thursday, May 18 at 10:00 am** – *Provide a Seamless User Experience Through Your Website.* Presented by Joel Arbuckle (Arbuckle Media)
- **Thursday, May 25 at 10:00 am** – Presentation by Google (details to be announced soon)
- **Thursday, June 1 at 10:00 am** – *How to Use Google Ads to Promote Your Tourism Business.* Presented by Liam Tayler (SME Solutions).
- **Thursday, June 8 at 10:00 am** – Content Creation TBA
- **Thursday, June 15 at 10:00 am** – *Where, When, and What to Post on Social Media.* Presented by Ingrid Deon (word-craft).
- **Thursday, June 22 at 10:00 am** – *Email Marketing: Best Practices to Boost Your Business.* Presented by Mariia Soucho (Playground Creative)



See recordings of previous webinars and related tip sheets:

<https://tourismns.ca/webinar-series>

* NO WEBINARS JULY & AUGUST.
WEBINARS WILL RESUME IN SEPTEMBER.

RADIATE



Applicants can develop and market up to two fall or winter tourism packages appealing to local and Maritime travellers, and will be supported with development and marketing activities such as:

- Target market research insights
- Coaching and tools
- Customized NovaScotia.com landing page, to increase awareness of seasonal packages
- Digital marketing campaigns

Using our research and coaching, we'll collaborate to ensure packages appeal to travellers in Nova Scotia and the Maritimes.

Application deadline:

Thursday, May 18, 2023

<https://tourismns.ca/radiate-tourism-program>

EXPORT Travel Trade Program



Get one-on-one coaching through the EXPORT Travel Trade Program to develop partnerships with tour operators and travel agents so you can attract more national and international customers.

Application deadline:

September 30, 2023, or until all spaces are filled.

<https://tourismns.ca/export-travel-trade>

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