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Are your Customer Retention Programs the Answer to Employee Recruitment and Retention?

Patt Dyck

Heather Stewart

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Agenda

- Customer retention
- Using ideas from your customers retention to help you retain employees
- Discussion, small groups, what might work in your business
- With the labour shortages

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How do you retain customers

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- Make them feel valued
- Have them as ambassadors for your brand
- Different products for different customers
- Understand that retaining your current customers is cheaper than recruiting new customers

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Do you know your customers?

Formal and informal systems

- How do you encourage them to return?
- Do you track purchases?
- Do you know something about them?
- Demographics, location and ?

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Keeping your customers

- Build trust with consistency
- Surprise and delight – small things
- Apologize and fix mistakes

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Customer – Cannery Brewing

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- POS – Growler Club Membership – used by Marketing person
- Social Media data
- Different customers
 - Distilleries with a tasting room
 - Or a winery with tasting room and restaurant
 - Liquor stores or licensees


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What you give your customers

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- Special events
- Product access and discounts
- Increased product knowledge
- What else?

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Welcoming Customers

- Welcoming them
- Encouraging them to come back
- Differentiating yourself in the market
- Clear on what products and services you provide

• Ask them what they'd like

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Customer Retention

- Know what works and what doesn't
- Give your employees the ability to make decisions – empower them to meet customers needs as much as possible
- And ask what they did that worked


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From Customers to Employees

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- What do you do for customers that you could do for employees too?
- Suggestions? Ideas?


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For your employee

- Engaging and encouraging them in your business
- Welcoming them as team members
- Providing skills and experience to provide a great customer service experience


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Why your employees stay

- Proud of the work they do
- Proud of the products and services you provide
- Paid fairly – as you can
- Valued frequently and sincerely

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Employees as ambassadors

- Ongoing, continual product knowledge
- Build knowledge of customers - individual and demographics and purchasing
- Teach relationship-building
- Train on sales techniques and closing


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Train, develop and support

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- Understand what traits, personality and skills are needed in what roles
- Hire and train accordingly
- Provide support and encouragement
- Demonstrate that you understand how difficult the job can be sometimes

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Pay and benefits

- Flexible benefits based on circumstances
- Access to discounted product and services
- Paying a competitive wage
- Building in pay raises

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Provide good systems and processes

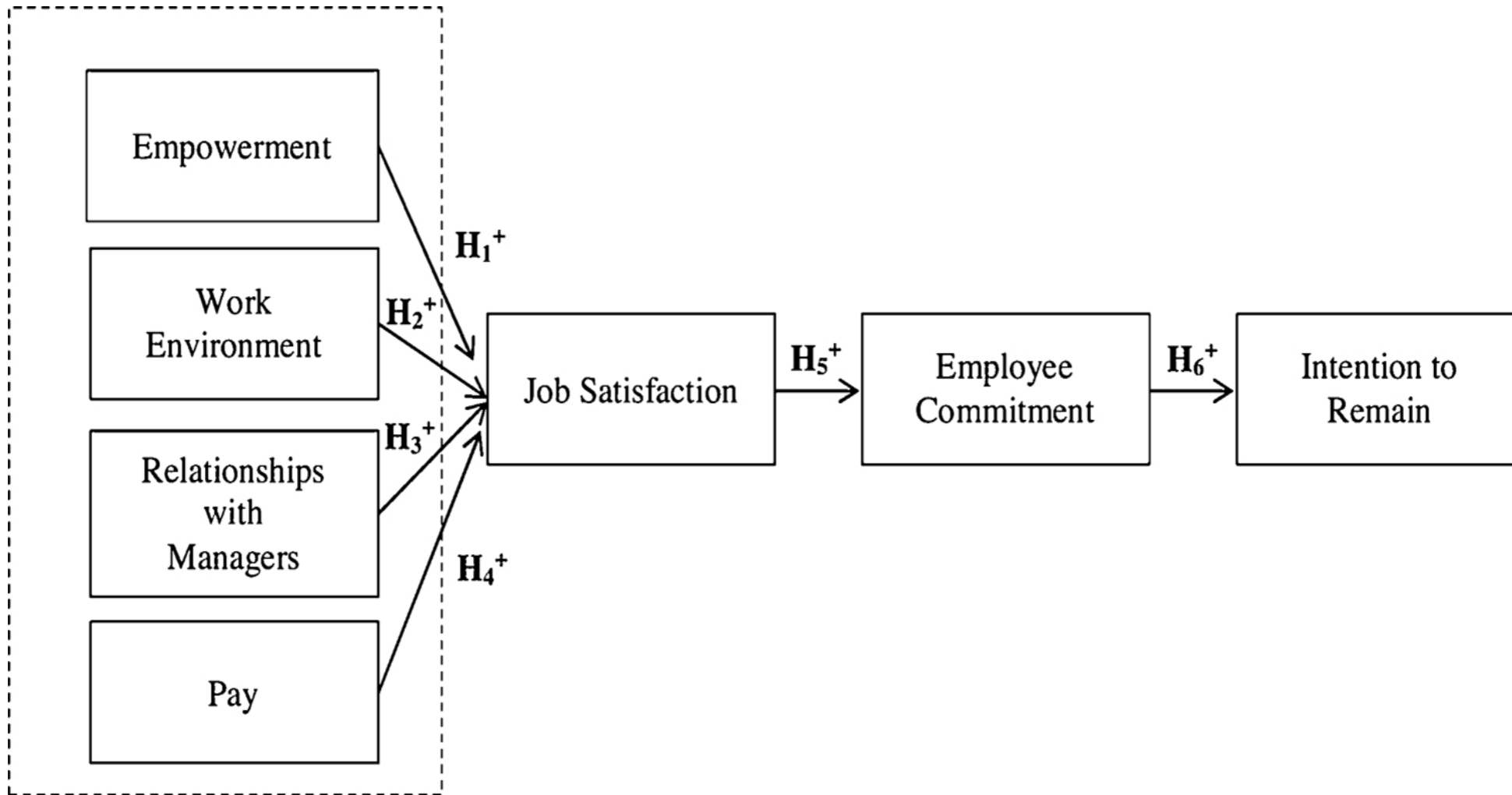
- Job descriptions – orally describe what actions and activities are involved if you can't write it up
- Explain the process – ie the Brewers assistant
- Clear and accessible information and systems
- Great communication
- Build relationships with and among your staff
- this is one of the key reasons employees stay

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Factors in employee retention

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Employee Retention

- In small groups
- What do you do retain staff?
- What's currently working well for you?
- What would you like to do more of?
- Less of?

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Reporting out from small groups

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- Summary
- What can you take from this


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²Schmidt (2002)

³Barrick, Mount & Judge (2001)

Organizational values


- The elements that translate
 - employees are as (if not more) important than your customers
 - they need to know they're an integral part of your business success
 - have the information, training and development opportunities to help them build and sustain your business

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What outcomes - ideally

- In this labour shortage time can you find ways for employees to know:
 - Their ideas are listened to and recognized
 - They are paid for their expertise and knowledge as much as is possible


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What you can do

- Frequent feedback
- Informal performance reviews/conversations
- Personal connection with employees


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Small group work

- Can you think of one thing that you can do that will help in retaining your employees?
- An action you can take now? When you'll complete it.

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Questions and Answers

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Resources

- What factors influence Generation Y's employee retention in the hospitality industry?: An internal marketing approach - https://e-tarjome.com/storage/panel/fileuploads/2019-12-21/1576933826_E14114-e-tarjome.pdf
- <https://www.go2hr.ca/category/retention-engagement>