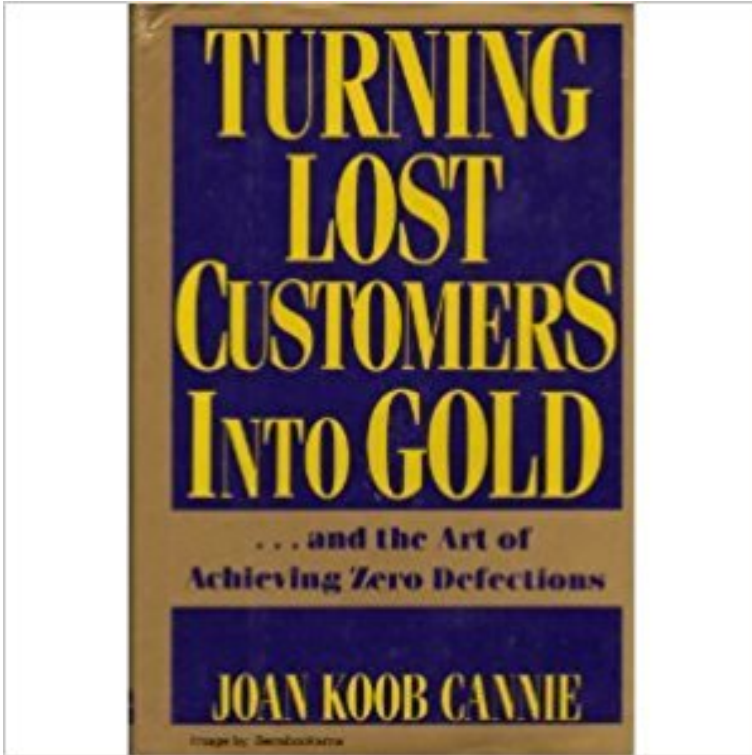


# Turning Lost Customers into Gold: ...and the Art of Achieving Zero Defections



The average company loses 20% of its customers a year. But most managers don't realise that retaining a mere 5% of these defectors could boost profits enormously. Why? Because loyal customers spend more, refer new customers, and are less costly to deal with. This book spells out an exciting new approach to achieving zero defections. A follow-up to *Keeping Customers For Life* (also available from Management Books 2000) it focuses companies on their single greatest asset - loyal customers - and shows how they can: measure customer defections; interview defectors; use recovery strategies to bring customers back; listen to customers in order to prevent defections; use information gained from defectors to improve products or services. Joan Cannie is the author of *Keeping Customers For Life*.

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