



**Cross Country  
Ski Areas Association**

# Annual Conference 2021 Zoom

**Retention and Customer Engagement – Conversion: Tactics for retaining skiers beyond the newsletter**





# What/Why/How

**What** - Customer Retention is the process of engaging existing customers to continue buying products or services from your business. It's different from customer acquisition or lead generation because you've already converted the customer at least once.

**Why** - Customer retention increases your customers' lifetime value and boosts your revenue.

**How** - The best customer retention tactics enable you to form lasting relationships with consumers who will become loyal to your brand. They might even spread the word within their own circles of influence, which can turn them into brand ambassadors.



Existing customers are **50%** more likely to try new products and spend **31%** more, when compared to new customers.

# General Strategies for Customer Retention

## Map

- Map your customer Journey
  - What do you know about your customers?
  - Are you offering the products they are asking for?
  - Are they following you on social media?
  - Do you get lots of referrals?

## Start off

- Start off on the right foot
  - First impressions matter
  - Welcome your customer
  - Send a thank you e-mail

## Analyze

- Analyze your value proposition
  - Why would someone ski at your ski area over the one down the street?
    - Programming
    - Social responsibility stance
  - Perceived value is as important as actual value

# General Strategies for Customer Retention (cont)

## Reduce

- Reduce Friction
  - Have you refined your customer purchasing processes to create seamless transactions? Think Amazon
  - The fewer obstacles you create for your customers, the more willing they will become to buy your product
  - Is your rental program quick and easy
  - Can your customer get something to eat or drink while they are there?

## Communicate and Engage

- Communicate and Engage with Your Customers
  - Similar to your friends, if you don't communicate with your customers for an extended period, the relationship deteriorates.
  - Educate your customers by offering great content
    - Stay top of mind

## Create

- Create a loyalty program
  - Compel them to come back with a simple loyalty program

# Understanding your Customer – What do you know about them?

Are they families, fitness singles, older

Do they ski mid week vs weekend

Do they like out and backs trails or loops

Speak with them

Encourage them to sign your guest book and leave comments

Survey your guests

Why is this important?

# Discussion of Retention Ideas - Programing

- Incentive to return
- Greeters/Customer Engagement
- Snow Reports
- On-Site Destination
- Unique Programing
- Destination Resorts
- Ski School Programing
- Food & Beverage
- Rentals
- Retail

