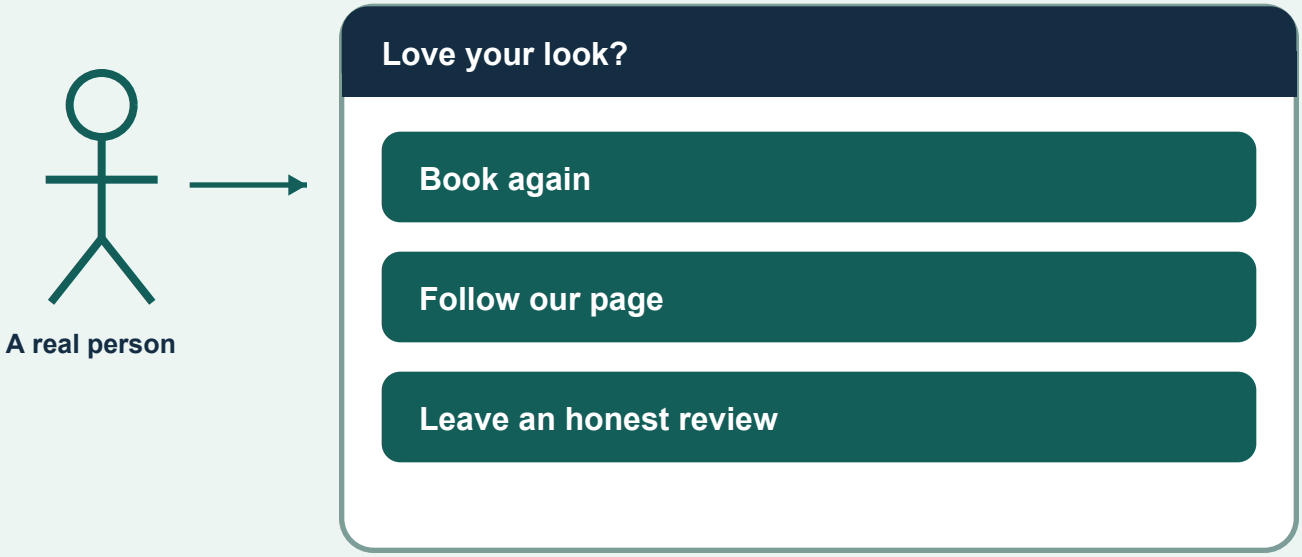
Give people a reason to come back

What this means

Customer retention means customers choosing to use your business again. Start with service they want to repeat, then make the return visit easy.

A real-life example

A salon listens carefully, gives a great haircut and explains how to care for it. A small sign lets the customer follow the salon or book again without giving the stylist their details.



Simple teaching picture. Example business; not a live screen.

Your job

Try the route yourself. Use the tools you already have, and ask for help at the first confusing step.

A tap opens a link. A person chooses whether to follow, book or share details. No automatic contact collection is promised.

Step by step: start here

1

Make the visit worth repeating.

Listen to what the customer wants, explain what you are doing and check they are happy before they leave. Fix a problem while you can.

2

Choose an easy way back.

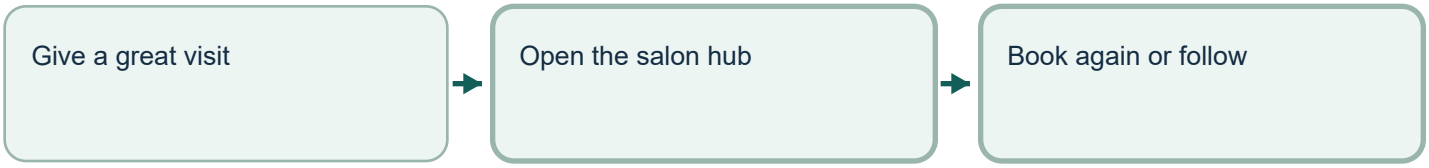
Use your existing booking page or business page. Ask yourself: 'If I loved this visit, where would I go to book again?'

3

Put the choice within reach.

A sign can say: 'Love your look? Tap to book again or follow us.' Use an NFC tap, a QR code and a readable web address where practical.

Picture the route



Before you continue

Explain the first three steps in your own words. If a link, account or permission is missing, write that down before moving on.

Finish the task and check it

4

Let the customer choose.

On your hub, offer clear buttons such as 'Book again', 'Follow our page' and 'Contact us'. They can also find your business later on Google. No discount is required.

5

Test the full return visit.

Tap or scan on a phone, choose 'Book again' and check the available service and times. Fix a broken link or confusing instruction before using the sign.

6

Notice what brings people back.

Ask naturally, 'How did you find us again?' or use your booking records. A tap alone does not give you a name, phone number or email. Customers choose to share those when they book, message or sign up.

How you know it worked

A customer who enjoyed the visit can find you, follow your page or book again by choice.

Show someone the result on your phone. If you get stuck, write which step stopped you and ask for help with that step.