

# Effective Customer Retention



2019

10-11 JULY 2019  
RENAISSANCE BANGKOK HOTEL

Retaining & Expanding Customer Base  
And Exploring Hands-On Strategies  
To Gain Maximum Profit

Customer retention and satisfaction are critical components for driving corporate profits and revenue. Therefore, it's far less expensive to cultivate your existing customer base and sell more services than acquiring a new, single transaction customer.

Realizing that 'effective retention' is about retaining the right customers with the highest lifetime value, not every customer, Asia Dyna Forum (ADF) has specially designed this 2-day foremost conference for marketing practitioners on "Effective Customer Retention 2019" to address insights, proven strategies, tools and best practices on developing customer retention to ensure maximization of marketing spend as well as increase profitability and retention.

## PROGRAM HIGHLIGHTS:

### PROGRAM DAY 1:

- DIGI-CUSTOMER RETENTION
- CUSTOMER INSIGHTS
- CUSTOMER LOYALTY
- DIGITAL MARKETING 2019

### PROGRAM DAY 2:

- 'GREAT CUSTOMER EXPERIENCE'
- CUSTOMER RELATIONSHIPS BUILT IN  
ONLINE AND OFFLINE
- LOYALTY, RETENTION & SALES

## 9 REASONS WHY ATTENDING THIS CONFERENCE:

1. **GAIN** insights into the development of digi-customer behavior & lifestyles
2. **DEVELOP** key strategies for success transition from acquisition to retention
3. **MANAGE** great customer experience through effective retention strategies
4. **STRENGTHEN** customer relationships and grow customer value
5. **EXTEND** the customer lifetime value to your products and services
6. **ACQUIRE** techniques and strategies to stay ahead of your rivals
7. **PLAN** effective loyalty & retention programs to best serve your customers
8. **ENHANCE** maximum customer satisfaction & retention rates which results in better returns on investment and profitability
9. **GRASP** concrete techniques & guidance directly from top-notch speakers!



MARK YOUR CALENDAR NOW  
& BOOK FOR THIS PREMIER  
EVENT, WHERE WE LOOK  
FORWARD TO WELCOMING  
YOU IN JULY 2019

### FOR ENQUIRIES & REGISTRATION:



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