

Management **StartUP**



Calculate the added value of your customers loyalty

Added Value by Increasing Customer Loyalty

TOOL MANUAL
MR08

ABOUT US



The staff of Online Management Solutions Ltd is trained on providing services for establishing and developing new entrepreneurial activities, as well as providing online services for businesses, and especially the media.

Our Vision

The website managementstartup.com was created by Online Management Solutions Ltd.

It stands as one of our first creations and it focuses on developing and providing research tools that can help people who are close to their entrepreneurial startup.

Management Startup was created by people with a high educational level and vast experience in the field of research and development of new tools for entrepreneurship.



GENERAL DESCRIPTION



In any business there are always some customers who contribute the largest share in total sales of the business. These customers are also known as VIP clients.

The tool "MP7. Total value per customer of the business" helps you with simple and easy steps to verify these customers among the twenty (20) largest customers of your business. It inputs, ie, the concepts of customer retention and increasing their loyalty. Two very important concepts in designing the marketing strategy of your business.

Maintaining customers refers to the offering of incentives to your customers so that they continue to buy from your business. This, after some point, will lead to increased customer loyalty. The customers themselves, that is, will recommend your business to other potential customers (leads).

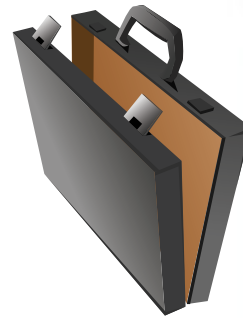
The tool calculates the total sales for each client of the firm while it also displays the percentage of total sales.

TOOL USAGE

The tool "MR8. Added value from an increase in customer loyalty" can be used both by the entrepreneur himself and the person responsible for the marketing of the business.

Type of business

New Ventures
Existing Companies
Consultants
Training Organisations



Size of business

Micro
SMEs
Corporations

Field of business

Services
Manufacturing
Trade



TYPE OF TOOL: Calculator

YEAR: 2013

TIME NEEDED: 15'-20'

FREQUENCY: Occasionally



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