

# Make your Customer Retention Strategy Seamless in 2021

## About VOZIQ:

*VOZIQ provides an end-to-end, cloud based customer retention solution to help recurring revenue businesses accurately predict and mitigate customer churn risk very early in the lifecycle. This is achieved by applying a suite of 10+ machine learning models on combined structured and unstructured customer data.*

The pandemic has changed customers as we knew them. Understanding customer expectations and retaining will be critical. As a customer focus leader, we know re-evaluating your customer retention strategy will play a decisive role in 2021. McKinney recommends that building integrated customer insights and creating actionable engines are the optimum solution to advance the customer retention strategy. This document contains a collection of 50 trendy articles that appeared on the internet this year.

Our curators had a gala time picking the best of the lot, and we are delighted to present it to customer-obsessed leaders like yourself in the form of a handy eBook for ease of reading.

**\*Just click on the topic to open the article!**

- [Why Creating a Good Customer Experience Strategy Is So Hard](#)
- [The Who, What and How of Building a Customer Experience Strategy](#)
- [Improving Customer Experience by One Point Can Drive More Than a Billion Dollars in Revenue](#)
- [The Three Building Blocks of Successful Customer-Experience Transformations](#)
- [Elevating Customer Experience Excellence in the Next Normal](#)
- [Adapting Customer Experience in the Time of Corona virus](#)
- [Service Industries Can Fuel Growth by Making Digital Customer Experiences a Priority](#)
- [Welcome to the Year of the Customer Marketer](#)
- [The Human Touch at the Center of Customer-Experience Excellence](#)
- [5 Predictions: How Customer Experience Will Change in 2021](#)
- [Conversational AI: The Future of Customer Experience](#)
- [Customer Acquisition Vs. Customer Retention: What Should You Focus on?](#)

- [Tips to Boost Retention If Customer Churn Is Getting Your Business Down](#)
- [Approaches to Enhance Customer Retention Through Conversational Chatbots](#)
- [93% of Professionals Find Customer Retention Just As Important or More Than Acquisition](#)
- [Why You Need Multiple Predictive Models to Retain Your Customers](#)
- [Five Customer Retention Steps to Boost Profitability](#)
- [Are You Sitting on a Customer Retention Goldmine?](#)
- [Three Ways AI Can Protect Revenue and Bring Costs Down During Challenging Times](#)
- [Three Keys to Customer Retention for Customer Success Managers](#)
- [Seven Steps to Achieve Customer Retention Like Amazon](#)
- [CFO KPI Close-Up: Customer Retention](#)
- [Customer Retention Basics Every Business Leader Should Know](#)
- [Executing Customer Retention in Times Of Disruption](#)
- [Subscription Business Model – Customer Retention Essentials](#)
- [Five Churn Reduction and Customer Retention Strategies](#)
- [Subscription Models: A Successful Way Of Customer Retention](#)
- [How to Improve Customer Acquisition and Retention By Managing Switching Costs](#)
- [How to Retain Customers During COVID-19](#)
- [Gartner Identifies 10 Ways for Customer Service and Support Leaders to Quickly Improve Digital and Self-Service Effectiveness](#)
- [Setting A High Bar for Your Customer Service](#)
- [23 Service Improvement Tactics That Work](#)
- [Insurance Trends: Strategies for Growth and Customer Retention](#)
- [Best Practices for Earning Insurance Customer Loyalty](#)
- [8-Point Action Plan for Pest Control CXOs to Minimize Customer Churn and Boost Profitability](#)
- [13 Ways Covid-19 Will Change Pest Management. . . And 2 Ways It Won't](#)
- [Customer Churn in Telecom Segment](#)

- [Customer Retention in the Telecom Industry – New Thinking](#)
- [Rules of Engagement: Winning With the Basics in Digital Telecommunications](#)
- [Customer Intelligence Predictions 2021](#)
- [Marketing Strategies to Grow Your Business After COVID-19 Lockdown](#)
- [Craft Your Customer Obsession Strategy](#)
- [If You're Using a Single Tool for Measurement, Think Again](#)
- [The Three Ways Companies Value Customer Success Programs](#)
- [Preparing for Loyalty's Next Frontier: Ecosystems](#)
- [Your Business Success Depends on Delighting the Right Type of Customer: Enter the Devotees](#)
- [How PCOs Can Use Technology to Reach New and Existing Customers Amid the Pandemic](#)
- [The Most Important Metrics You're Not Tracking \(Yet\)](#)
- [Empathy Is the Best Gift You Can Give Your Loyal Customers This Holiday Season](#)
- [4 Trends CMO's and CXO's Need to Know for 2021](#)

We hope that these handpicked resources will offer you fresh insights on the best practices, tips, and techniques as you plan your customer strategy for 2021.