



Internship Report
on
Customer Relationship & Retention Strategy of La Mano Derma &
Laser Medical

Supervised by
Mr. Dewan Golam Yazdani
Assistant Professor (Marketing)
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Prepared by
Aklima Hossain Tithi
ID: 0242310004083071
Program: MBA
Major in Marketing
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Date of Submission: 25 June, 2024

Letter of Transmittal

25 June, 2024

To

Mr. Dewan Golam Yazdani

Assistant Professor (Marketing)

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

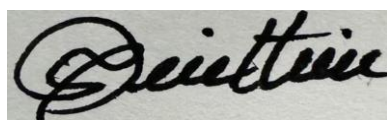
Subject: Submission of Internship Report on “Customer Relationship & Retention Strategy of La Mano Derma & Laser Medical”.

Dear Sir,

With due respect, Aklima Hossain Tithi I submitting my internship report on **“Customer Relationship & Retention Strategy of La Mano Derma & Laser Medical”** for your kind consideration as a part of the requirement for completing the MBA program. I have tried my level best to completethis report with the necessary information.

I hope that the report will be acceptable to you.

Sincerely yours,



.....
Aklima Hossain Tithi

ID: 0242310004083071

Program: MBA

Major in Marketing

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Student's Declaration

I am **Aklima Hossain Tithi**, the student of Department of Business Administration, Program: MBA bearing ID: 0242310004083071, Major in Marketing from Daffodil International University (DIU). I do hereby sincerely declare that the internship report on “**Customer Relationship & Retention Strategy of La Mano Derma & Laser Medical**” has been authentically prepared by me. While preparing this internship report I didn't violation any copyright act intentionally.

I am further declaring that, I did not submit this report anywhere for awarding any degree, diploma or certificate.



.....
Aklima Hossain Tithi

ID: 0242310004083071

Program: MBA

Major in Marketing

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

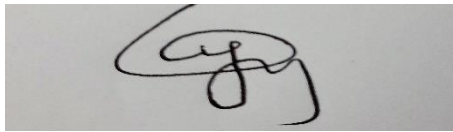
Certificate of Supervisor

This is to certify that **Aklima Hossain Tithi**, ID 0242310004083071 Program MBA, major in Marketing, she is a regular student of Faculty of Business & Entrepreneurship Daffodil International University. She has successfully completed MBA internship program at La Mano Derma & Laser Medical, and she has prepared internship report under my direct supervision.

Her internship report is on “**Customer Relationship & Retention Strategy of La Mano Derma & Laser Medical**”.

This report is recommended for submission.

I wish her every success in life.



.....
(Dewan Golam Yazdani)

Assistant Professor (Marketing)

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgement

First, I would like to express my gratitude to the Almighty Allah for enabling me to complete the report in due time.

My acknowledgement begins with thanking my academic supervisor Mr. Dewan Golam Yazdani who has provided me suggestions for making this Final Internship Report. I like to thank sir for his generous cooperation and supervision that made me really confident about the desired outcome of my internship project.

My utmost thankfulness goes to my all colleagues at La Mano Derma & Laser Medical.

I have tried my best to prepare this report according to the given instruction. I hope that I have been able to portray the picture of what I have experienced and learned during my internship period.

Finally, I would like to thank La Mano Derma & Laser Medical for allowing me to do my internship there and helping me prepares the report.

Executive Summary

A smart marketer knows that retaining an existing consumer is much economical and more profitable than attracting a new customer. Also, a positive word of mouth from an existing consumer to a potential consumer has more impact as compared to a paid advertisement in the media. Thus, a savvy marketer would like to work out to gain consumer satisfaction and retention through any and every cost-efficient strategy. Thus, in simple terms, Customer relationship management (CRM) refers to the set of all activities that an organization undertake to reach out to its actual and potential consumers through various means with a purpose of developing a personal touch or relationship building with them. The aim of Customer Relationship Management is to increase organizational profitability in the long run by showing a personal concern with the actual customers, potential customers, suppliers, society etc.

CRM activities are more than what any sales and marketing department does to please its potential consumers. These are often disassociated with the sales and marketing department and done before or after the purchase is being considered by a consumer. Marketers can plan personalized messages to be sent to the consumers on their birthday and anniversary, provide customized service to them, anticipating needs and offering service over and above what may be expected by a consumer for the purpose of delighting them. Customer Relationship Management is a process of providing customized services to its existing or prospective consumers and use the information generated for targeted marketing efforts.

One of the most important reasons for taking up CRM activities is to attract new consumers and retain the existing consumers for new sale as well as for a referral sale. This aims to enhance the company's profitability by developing a positive Brand image in the market. These days, technology is increasingly being used to offer a variety of plans and activities to attract and retain the consumers. From a consumers' point of view, this special and customize treatment from the company is a treat. However, from the organizational point of view it is an expensive and time-consuming task. Therefore, the organizations need to plan the customer relations in such a way that a balance is struck between the nurturing of consumer needs and the cost to the company for plan and delivering such services. For this purpose, marketers grow relationships by making all the consumers feel that they are getting quality services and, in the process, target the most profitable consumers and concentrate their marketing efforts in serving them.

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Chapter: 1

Introduction

1.1 Introduction

Customer relationship management and marketing is one of the companies' basic functions and without that it is hard for the company to succeed. Without correct customer management or marketing can lead to customer loss for the company. All big companies have customer relationship management under control and they use it daily.

Customer's relation management (CRM) is a business strategy to select and manage the most valuable customer relationships. It defines the customer-centric business process and provides the best customer value's is a system that includes the strategies, software, and web-based capabilities that help an organization maximize profit and manage customer relationships. In 21 centuries, most of the company is focused on customer centric business and also La Mano Derma & Laser Medical is involved using CRM processes.

1.2 Background of the Study

The main purpose of the study is I want to know about the real scenario of La Mano Derma & Laser Medical and how CRM affects all kinds of internal and external operations. The study is also a requirement of the internship program of the MBA curriculum of Daffodil International University.

The study has following purpose:

- i. Developed relationships with clients and customers.
- ii. Find out how the company deals with regular clients and potential clients.
- iii. Understand the importance of the CRM process of beauty industries.
- iv. Understand how companies retain their customer's day by day.

1.3 Scope of the Study

The main intention of the study is to understand the CRM process and find out how La Mano Derma & Laser Medical uses this process and expands its business. The report covers using CRM processes and also analysis of La Mano Derma & Laser Medical processes. The study is only related to the business policies of La Mano Derma & Laser Medical.

1.4 Objectives of the Study

The main objective of this study is to analyze Customer Relationship Management strategy of La Mano Derma & Laser Medical.

Some specific objective

- i. To analyze how La Mano Derma & Laser Medical develop relationship with their customer.
- ii. To analyze how La Mano Derma & Laser Medical can retain their customers using an effective customer relationship management process.
- iii. To find out some problems related to CRM strategy of La Mano Derma & Laser Medical.
- iv. To provide some recommendations for La Mano Derma & Laser Medical.

1.5 Methodology of the study

The data collected from primary and secondary sources.

Primary source:

- i. Observing La Mano Derma & Laser Medical and other organization activities.
- ii. Gathering some information by personal experience.
- iii. Some data collected from practical work experience.

Secondary data:

- i. Legal documents of La Mano Derma & Laser Medical.
- ii. Some data collects from books, news, reports and magazines.

1.6 Limitations of the study

When we have tried to do something, we face some limitations. In this study, I have faced some limitations are

1. The management process of La Mano Derma & Laser Medical is so conservative.
2. I have been a Full-time permanent employee in this company. I have lots of responsibilities to fulfill every day. And for that, I did not get enough time to do this report effectively.
3. Some of the secondary data is not accessible.

Chapter: 2

Overview of La Mano Derma & Laser Medical

2.1 About La Mano Derma & Laser Medical

La Mano established in 1998 in Munich Germany. La Mano started its premium activities at Dhaka and has a plan to expand country wide ASAP. Meet us to enhance your beauty with proven technology. La Mano commits itself in providing customers the promise of youthful look, vibrant beauty and world class quality services by offering a wide range of treatment and comprehensive medical and cosmetic skin care at reasonable costs without compromising their safety and health.

2.2 La Mano Derma & Laser Medical Team

The **La Mano** team consists of a permanent staff and a network of freelance specialists, whom we consult when needed. We can also rely on our international partners and various other high-quality providers. Our all staffs are well skilled on specific field and we attach great importance to regular training. Our main trainers are coming from our head quarter Germany and giving train to our Bangladesh team to ensure higher quality in output.

We cultivate an open and direct style of communication among each other. Flat hierarchies and always listening to each other is the successful recipe for a smiling start at la mano!

2.3 Mission

Our mission is to deliver quality of care in a courteous, respectful and compassionate manner.

2.4 Service

The la mano team consists of a permanent staff and a network of freelance specialists, whom we consult when needed. We can also rely on our international partners and various other high-quality providers.

Services:

- Aesthetic.
- Dermatology.
- Laser.
- Sexology.
- Body Shaping.
- Hair.

2.5 Technologies Use in La Mano Derma & Laser Medical

i. Emface

Emface is the newest full-face treatment on the market. This innovative, non-invasive treatment uses RF radiofrequency energy and HIFES technology to reduce wrinkles, tone muscles, boost collagen, improve symmetry and lift the entire face. Transform your appearance and look younger with quick and easy 20-minute treatments! Emface is needle-free, filler-free and toxin-free. No downtime or post-treatment required.

Patients enjoy a plethora of Emface Benefits

- FDA-cleared as effective and safe.
- See instant result.
- No toxins, fillers or needles.
- No recovery time.
- Natural-looking yet impressive result.
- Quick sessions.
- Stimulate elastin and collagen production.
- Reduce wrinkles, fine lines and creases.
- Tone and tighten the face.
- Add volume to loose skin.

ii. Emsculpt Neo

EMSCULPT NEO is a noninvasive body contouring treatment that is performed in a series of 30-minute sessions. EMSCULPT NEO takes the original EMSCULPT, which only incorporates muscle stimulation, and adds radiofrequency fat reduction and skin tightening.

Benefits of EMSCULPT NEO:

- No Incisions Necessary.
- A Slimmer and Stronger Physique.
- Natural, Long-Lasting Fat Reduction.
- Can Treat 10 Areas of the Body.
- Convenient 30-Minute Treatments.
- Muscle Building and Toning.
- Increased Circulation.

iii. Vanquish ME

Vanquish ME is an FDA-approved procedure for eliminating unwanted fat. It is non-invasive, does not touch the skin, does not cause pain, and involves no downtime. Vanquish ME uses radiofrequency to warm the fat layer of the abdomen or thighs, raising the temperature of the fat cells to a degree that makes the fat cells die off (undergo apoptosis).

Benefits of Vanquish ME

- No BMI Limitations
- Comfortable and completely safe
- Contactless
- No downtime
- Optimal results within 8 weeks
- Big Area

iv. Harmony XL Pro

Harmony XL PRO is a powerful and versatile treatment solution for a wide range of aesthetic needs. Treating over 65 FDA-cleared indications, this multi-application platform offers a full spectrum of technologies, applicators, tips and treatment methods that achieve outstanding results. Providing the added benefit of synergetic combined treatments, Harmony XL PRO is in tune with today's holistic and personalized approach, enabling intelligent and patient-centric treatments that lead to enhanced results.

v. Clear Skin

Indications: Acne, acne scars and benign lesions. Clear Skin is the first technology to combine a non-ablative laser with simultaneous contact cooling and vacuum technology to treat acne vulgaris safely and effectively. The non-ablative Er: Glass 1540 nm laser deeply penetrates the skin, causing thermal damage to the sebaceous glands, destroying P. acnes bacteria and reducing sebum production while leaving the epidermis intact.

vi. PicoCare

PicoCare is a Nd: YAG Picosecond laser system used to treat pigmented lesions, Melasma, Freckles, Skin Rejuvenation, Age spots, Acne Scars and multi-colored tattoos. Its performance, speed and ease of use make it one of the most advanced devices on the market.

About

PICOCARE450 has more photomechanical effect with less thermal effect on the skin, bringing better results with almost no side effects in tattoo removal and pigmentation treatment.

Freckles, Melasma, Age Spots, Sun spots, Seborrhic Keratosis, Multi-color Tattoos, Acne Scars (Box, Ice pick, Rolling, Hypertrophic), Skin Rejuvenation

Details

- No downtime
- No side effects
- Combined technologies for enhance result
- Safe & effective
- Clinically proven

vii. Hydrafacial

Hydrafacial is one of the most popular high-tech skin care technologies that delivers the results on an advanced facial in under 30 minutes. Designed to cleanse, extract and hydrate.

Details

- Fine lines and wrinkles
- Elasticity and firmness
- Skin texture
- Enlarged pores
- Uneven Skin tone
- Acne
- Skin tithing

About

HydraFacial uses advanced, patented vortex technology to deeply cleanse the skin and effectively deliver botanical ingredients containing nutrients such as hyaluronic acid, horse chestnut seed extract, red algae extract, copper, zinc, and magnesium peptides to where they do the best.

In addition, HydraFacial also delivers powerful antioxidants to counteract damage by free radicals – from pollution, sun, and stress-which can degrade the skin and accelerate the ageing process.

viii. Soprano ice Platinum

Soprano ICE Platinum targets unwanted hair at three levels to provide the most complete and effective hair removal solution available today- for all skin tones and hair types.

ix. Quick and Comfortable Hair Removal

- Virtually Painless
- Triple Targeting Treatment
- All skin tones and hair types
- Quick and Safe
- No Downtime
- Perfect for any area of the body

x. HIFU

High Intensity Focused Ultrasound directly delivers heat energy to skin and subcutaneous tissue that can stimulate and renew the skin's collagen and thus consequently improving the texture and reducing sagging of the skin. It literally achieves the result of a facelift or a body lift without any invasive surgery or injections.

Technology

HIFU is high intensity focused ultrasound. The highly focused ultrasound energy creates thermal coagulation zones at 3 different depths. (1.5mm, 3.0mm and 4.5mm). Wound healing response results in the formation of new collagen. The controlled thermal effect leads to the break of the targeted fat cells. Meanwhile, the procedure results in the contraction of collagen in the treatment area. Thus, providing longer-term tightening of the skin. HIFU face& body treatment makes the wrinkle removal procedure easier and faster.

Treatment

Safe and Effective for All HIFU is short for High-Intensity Focused Ultrasound. The HIFU treatment targets fat cells for removal and SMAS on the face for skin lifting. HIFU is the best non-surgical facial rejuvenation treatment. Unlike medical surgical treatment, HIFU is non-invasive and no downtime. HIFU treatment is safe even before or after Botox injection.

Details

- Face Lift

- Skin Tightening
- Body Contouring
- Wrinkles

xi. RF Microneedling

The Micro-Needle Fractional RF System is the ideal technology for skin lifting, tightening and rejuvenation by utilizing minimally invasive micro-needles to deliver controlled RF energy directly into various depths of the skin. It has had outstanding success for all skin types with a very low risk of side effects and PIH - a key difference when compared to optical-based treatments.

Details

- The treatment is a form of controlled skin injury.
- The damage stimulates the growth of healthy new skin, which can benefit common skin issues like acne scars and wrinkles.
- Microneedling uses a fine needle to create micro wounds, or channels, in the skin. This triggers the production of capillaries, elastin, and collagen. It's also called skin needling or collagen induction therapy.

xii. Accent Prime

Accent Prime's "V-Shape" sculpts your jawline like magic. Using targeted energy, it tightens, lifts, and defines the lower face, softening jowls and revealing a sharper, more youthful V-contour. It is FDA-approved machine. No surgery, just a non-invasive boost for your confidence!

Detail

- Body Contouring
- Face Contouring
- Blepharoplasty-non surgical eyelid lift
- Skin Resurfacing
- Cellulite Treatment
- Small areas
- Ultraspeed
- Mini Speed
- Bipolar

- Hands-free treatment
- No downtime, No side effects
- Combined technologies for enhance result
- Safe & effective
- Homogeneous coverage of large area
- Clinically proven
- Enhanced business productivity
- Insignificant down-time.

xiii. Kernel Excimer Laser

Kernel excimer laser is a world class German based FDA (Food & Drug Administration) approved machine. Kernel excimer laser therapy for Psoriasis, Vitiligo, Psoriasis, Eczema treatment. Kernel KN-5000C 308nm excimer laser 308nm targeted therapy for vitiligo psoriasis. It's promoting melanin synthesis and promotes melanogenesis and T cell death. Safe and painless, almost no uncomfortable feel.

Treatment of Kernel excimer laser:

- Vitiligo Treatment
- Psoriasis Treatment
- Eczema Treatment

xiv. CO2 & Fractional CO2 Laser

The carbon dioxide (CO2) laser has been known to provide some of the most dramatic, age-defying results in the treatment of challenging skin imperfections including wrinkles, fine lines, photodamage, uneven skin tone and skin laxity, as well as in scar treatment, skin tags and benign tumors.

Benefits and Treatment of CO2 & Fractional CO2 Laser:

Freckles, Acne Scar Mark (Surgical), DPN, Mole, Stretch Marks, all kind of age Spots, Warts, Skin Tags (Per), Xanthelasma, Sebaceous Hyperplasia, Corn, Seborrheic Keratosis, Rhinophyma, Angiokeratoma, Milia and also Keloid.

Chapter: 3
**Theoretical Framework of Customer Relationship
Management**

3.1 Concept of Customer Relationship Management

Customer Relationship Management (CRM) is focused on customers-based business strategy. In 21 centuries, all company and organization are focus what kind of product and services want to a customer for that they are always researching customers' needs. CRM is a process to develop customer relationships and fulfill their needs. CRM will be performed with three combination people, process and technology. And this combination provides to understanding about customer need, to support business strategy, build a long-term relationship with the customers, and retain their customers day by day.

CRM increases customer's lifetime, reducing cost and improving efficiency. CRM is identifying new customers, acquiring and retaining customers, CRM manage and coordinate customer's interaction multiple channel and department. CRM helps organizations maximize the value of every customer's interaction and superior corporate performance. CRM also a disciplined approach to developing and maintaining profitable customer's relationship.

CRM is a discipline as well as a set of software and technology which focuses on automating improving business processes with developing good customer relationships in the area of sales, marketing, customer services and support. CRM maintains multiple channels of communication with the customers face to face, online, call center and website.

3.2 Measurement Framework and Building Block of Customer Relationship Management

➤ CRM Measurement Frameworks

A company measures its CRM activities depending on who is measuring and what kind of activities are measured. But four common measurement frameworks suggest many experiences and expert people and also suggest some literature. Now we can describe why these four measurement frameworks are important.

- **Brand-building:** the main purpose of brand building is to easily identify which company product he is buying. Brand building creating brand loyalty, brand value, brand awareness etc. A company carefully manages brand name, symbol, slogan, and color for brand building. Because this combination easily captures customers' minds.
- **Customer's equity building:** Customers equity building means total customer lifetime value of every client of a particular brand. In short, more loyal customers provide higher customer equity. A company building customer's equity management focuses on customer's attraction and retention. When increasing attraction and

retention, increasing customer buying decisions and customer satisfaction. When increasing customer satisfaction also increases customer loyalty. So, more customer loyalty is high customer equity.

- **Leading indicator measurement:** Leading indicators measurement provides current business and economic data to the company and this data assemble future movement. Leading indicators also help the company to predict and forecast future investment, events, and business market.
- **Customers facing operation:** in this concept a company focuses various operational methods.
- **Marketing operation:** A company manages marketing operations for reaching customers, responds to customer's percentage, identifies buying customer's percentage and identifies new customer's acquisition percentage.
- **Sales force operation:** Sales force operation used for focusing on developing sales activities, measuring individual sales staff member's performance, monitoring sales performance of product, reviewing the sales impact.
- **Services centric operation:** A company uses services centric operations to focus on increasing use of phone technology to handle customer phone calls and providing customer's services.
- **Field services operations:** field services operations are focused on post sales activities, including providing warranty and services contract management, scheduling of sales agents, providing inside services tracing problem and resolution management.
- **Wed site operations:** A company develops websites for various purposes like, Share company mission vision. Company's activities, operation process, contact method, also including marketing, sales and support.

Building blocks of customer relationship management

There are 8 building blocks of customer relationship management (CRM) process according to research done by Gartner. This block will optimize the chances of successful business result.

- **CRM Vision:** CRM provide to their customers a clear vision and strategy because they create a picture of what they want to achieve to be its target customers.

- **CRM Strategy:** CRM strategy focuses on customer base and develops their strategy with valuable asset. It must be set their implementation and operational objectives for achieving its goal.
- **Customers Experience:** Customers experience when customers interact with seller play a key role in shaping their perception of the seller. It's providing a valuable customers relationship. Good customers experience provides satisfaction, trust and long-term loyalty. And also, bad customer experience provides opposite effect.
- **Organizational Collaboration:** Many companies understand that CRM is a customer's centric process and technology. They fail to realize that it is a cross-functional initiative that requires collaboration. CRM process means that individual, team, or whole management is more focused on the needs and wants of the customers.
- **Process:** A company must focus on the cross-functional process to improve efficiency and reduce overall cost. Management not only focuses on customers' life cycle but also provides an analytical and planning process for a better understanding of customers. It helps to meet customers' expectations and support customers' values and contributes to designee customers'experiences.
- **Information:** A successful CRM process must collect the right data about the sales process and customer interaction. The right information and right data are fundamental to successful CRM strategies. It provides effective interaction with the customers.
- **Technology:** CRM is all about technology. A company must be managing all kinds of data and information. IT department analysis this data and they serve the customer's centric goal.
- **Metrics:** Metrics is the most important block of eight building blocks. Other building blocks depend on their success in the performance of metrics. CRM performance will succeed if management performance will good. Organizations must set CRM objectives and monitor all level of indicators. Metrics focus on internal and external processes and link operation to strategy and corporate financial benefits.

3.3 Benefits of Customer Relationship Management

If a company uses a CRM process in their organization they will be benefited. Here I discuss what kind of benefits they will have.

- When a company uses the CRM process properly, they can increase their business. They can connect with their customers which automatically increases their sales and revenue.
- Using the CRM process properly, management can know all types of costs and easily analyze internal and external costing. CRM process helps management to decrease overall less effective cost.
- Uses CRM process a company can develop the standard working structure for their production and operational site and easily produce more products that automatically increase their productivity and margins.
- Using the CRM process many companies can take faster right managerial decisions for their business.
- Using the CRM process companies know what kind of product customers want. So, that there can be increased their market share.
- Through uses CRM process companies can find out why customers are dissatisfied, that they can easily increase customer satisfaction.
- Using the CRM process a company can easily survey customers and find out product and service quality errors. After that management can improve their product and services quality.
- Using CRM process management knows the market situation and they can provide good offerings to customers.
- Using CRM Process Company can produce better quality products with reduced prices.
- A promotion strategy is important for business. An attractive promotion strategy makes new customers and increases sales. Using CRM strategy, a company can improve their promotion strategy.
- Using a CRM strategy, a company Increases its customer satisfaction and retention.

3.4 Customer Relationship Process

Customer's relationship is the foundation of the business. A good customer's relationship provides more benefits to the business improve customer's loyalty, increase customer's life time value, reduce customers churn and greater stability. Now in the competitive market it's a very difficult to developing customer's relationship. Here I mentioned some point of customer relationship process.

- **Get to know your customers:** At the first time you get to know which your customers are. Talks to your target customers and know about their interest and concern. Keep some details to further communicate with him.
- **Research your customers:** when you select your target customers then carefully research your customers for identifying actual customers and their needs.
- **Create customers' profile:** After customer's research you must be creating every customer's profile and their need. A customer's profile will be available customer phone number, mail and email address.
- **Introduce yourself to the customers:** Customers like to talk to direct company representatives. So, as a representative introduce yourself directly to the customers and give the contact number or email address for further communication.
- **Communicate with the customers:** It's an important to stay communicate your customers after initial meeting. You should use many communication methods for connecting with the customer as possible. Actively engaging customers to your business and focus your product and services right way it's an important component to building relationship.
- **Understand customer's psychology:** Customers' psychology relates to customer satisfaction. Customers want actual products and services valued, listened and solve their problems. When customers get everything then the customer will be satisfied. Customer psychology can be analyzed and understand their satisfaction and their emotion then the seller will better understand how to serve them.
- **Personalize customer's relationships:** A company always wants to be happy and satisfied with their customers, it's very important for business. So, connect with the customer's personal level and trying to understand their filling and emotion and understand what they want then a seller will properly serve them.
- **Responds to customer right way:** It is one of the most important steps to building relationships with your customers. When customers analyze the seller provides importance him them and serves immediately then customers build long time relationship with the seller.
- **Create customers value:** Creating customer value means providing useful products and services to customers. That customers consider important their time, energy and money. Creating customer's value means more benefits with acceptable price.

- **Set consistent quality controls:** Customers will do business every time with your company if you strictly control standard quality products. And it will be given the opportunity to create a positive image with your customers.
- **Implement services recovery process:** Properly services recovery process is key factor to build customers relationship. First of all, when customers need services recovery services provider say heartfelt apology to customers and take ownership to the problem and solve the problem properly.
- **Choose the right communication channels:** Using right communication channels to interact right customers. First of all, research your customers which channels they are using like, television, radio, newspaper, online newspaper or social media like, twitter, Facebook, LinkedIn etc.

When you find the right Platform, you can easily interact them and build more customers relationship.

3.5 Customer Retention Process

Customer's retention means engaging existing customers and convinces him to continue to buy your product. Customer retention is a major factor of your business. Because more retention is more profit. Now I can discuss some point how to retain your customers.

- **Collect and analysis customers' feedback:** when customers buy your product you must be collect and analysis customer's feedback. If customers satisfied you increase to continue buy your product or customer dissatisfied, you can solve product quality and services.
- **Analysis customer's satisfactions:** A good business man always thinking customer's satisfaction. Because customer's satisfaction impacts your business profit. So, you always thinking about your customer's satisfaction and how can increase.
- **Implement CRM software tools:** Implement CRM software tools in your business it can be easily interact your potential customers and existing customers. You can easily connect existing customers and understand their needs. You can easily collect your product and service feedback. And it's help to develop your product and services quality.
- **Developing real relationship:** Business is all about relationships. You must be maintaining real relationship to your customers. When customers feel you always

concern about him, he can be happy. And for this customer like to buy your product regularly.

- **Be honest with the customers all time:** Honesty is the best way to develop business and relationship. You must be honest your customers. Always try to provide best product and best services. Because if customers measure you are a dishonest person your business will be down.
- **Always acknowledge mistakes, problems and delays:** Sometimes un- expecting creates some problems when the service provider delivers the product or services. Or Customers find some problem with the product. That time no need to judge or blame customers just say to heartfelt apology to your customers, and solve the matters.
- **Appreciate loyal customers:** Happy customers are the best customers. A business company or organization must appreciate its loyal customers. Because loyal customers are buying more product and provide best feedback about product. Company can arrange yearly loyalty program with provide best lunch or dinner and some gift.
- **Rewarding you customers:** Reward is one of the best ways to retain your customers. You can research which customers regularly buy your product. You can provide purchase point regular basis which purchase point use to buy extra product or you can provide monthly some gift to your customers.
- **Say thank you to your customers:** Always say thank you to your customers that can be feel good impact on your customers' mind.

Chapter: 4
Customer Relationship and Retention Strategy of
La Mano Derma & Laser Medical

4.1 Customer Relationship Management

Beauty is more than skin deep, and so are the benefits of CRM in your beauty business. As the beauty industry continues to evolve, the power of personalized customer experiences cannot be overstated.

With CRM for beauty entrepreneurs can build meaningful connections, understand their clients on a deeper level, and deliver tailored services that inspire loyalty and trust. From managing appointments to gathering valuable feedback, CRM opens up a treasure trove of possibilities for beauty professionals.

4.2 Benefits of Using CRM in the Beauty Industry

In an industry that revolves around personalized care, building strong relationships with customers is of paramount importance. Let's explore the diverse benefits that a CRM for La Mano Derma & Laser Medical brings to the beauty industry and how it can act revolutionary for businesses of all sizes.

1. Personalized Customer Experiences

One of the most significant advantages of using CRM in the beauty industry is the ability to provide personalized customer experiences. By capturing and storing valuable client data, including preferences, past treatments, and feedback, La Mano Derma & Laser Medical s can tailor their services to meet individual needs. CRM for La Mano Derma & Laser Medical enables beauty professionals to greet clients by name, recommend specific treatments based on previous visits, and even anticipate upcoming appointments. This level of personalization not only impresses customers but also fosters a strong sense of loyalty and trust.

2. Efficient Appointment Management

Gone are the days of manual appointment books and scheduling conflicts. CRM streamlines the appointment booking process, making it convenient for both clients and La Mano Derma & Laser Medical staff. With automated reminders and notifications, clients are less likely to miss appointments, reducing no-shows and last-minute cancellations. For La Mano Derma & Laser Medical owners, this means improved efficiency in managing the appointment calendar, maximizing the utilization of resources, and minimizing downtime.

3. Customer Retention and Loyalty Program

In the beauty industry, retaining existing clients is just as crucial as attracting new ones. CRM software can help implement customer loyalty programs that reward repeat visits and referrals. By tracking client engagement and purchase history, La Mano Derma & Laser

Medical s can identify loyal customers and offer exclusive promotions or discounts to encourage their continued patronage. These initiatives not only boost customer retention rates but also turn clients into enthusiastic brand advocates, driving word-of-mouth marketing.

4. Data-Driven Marketing Strategies

CRM for La Mano Derma & Laser Medical s provides a treasure trove of customer data that can be harnessed to craft targeted marketing campaigns. By analyzing client demographics, preferences, and behaviors, beauty businesses can create personalized marketing messages that resonate with their target audience. Whether it's promoting seasonal offers, launching new services, or celebrating special occasions, CRM allows La Mano Derma & Laser Medical s to reach the right customers at the right time, leading to improved engagement and higher conversion rates.

5. Enhanced Customer Communication

Effective communication is at the core of building lasting relationships with clients. CRM for La Mano Derma & Laser Medical s facilitates seamless communication channels, allowing beauty businesses to engage with customers through email, SMS, or social media. La Mano Derma & Laser Medical owners can send appointment reminders, follow-up messages, and personalized greetings to keep clients informed and engaged. By staying connected with clients, La Mano Derma & Laser Medical s can stay top-of-mind and encourage repeat visits.

6. Valuable Feedback and Surveys

Understanding customer preferences and gathering feedback is essential for continuous improvement. CRM for beauty industry can incorporate customer feedback forms and surveys, allowing clients to share their opinions on La Mano Derma & Laser Medical services, ambiance, and overall experience. These insights can help La Mano Derma & Laser Medical s identify areas for improvement, address any concerns promptly, and tailor their offerings to better meet customer expectations.

7. Business Performance Insights

CRM provides valuable analytics and reporting features that offer La Mano Derma & Laser Medical owners deep insights into their business performance. From analyzing customer retention rates and service popularity to tracking staff performance, CRM for beauty industry helps make data-driven decisions to optimize operations and drive business growth. With access to real-time metrics, La Mano Derma & Laser Medical s can adapt their strategies and stay ahead of competitors in the dynamic beauty industry.

Incorporating CRM in the beauty industry is a strategic move that yields numerous benefits. By prioritizing customer-centric approaches and leveraging technology to its fullest potential,

La Mano Derma & Laser Medical s can transform the way they engage with clients and set themselves apart as leaders in the customer-centric beauty journey.

4.3 Transforming Customer Experience with CRM

Providing an exceptional customer experience is key to building lasting relationships and fostering client loyalty. One effective way to achieve this is by harnessing the power of CRM for La Mano Derma & Laser Medical. Let's find out how CRM can transform the customer experience, making it more personalized, convenient, and rewarding for La Mano Derma & Laser Medical -goers.

1. Personalization: Tailoring Beauty Services to Individual Preferences

Every customer is unique, and their preferences for beauty treatments may vary widely. CRM empowers La Mano Derma & Laser Medical owners and staff to personalize each client's experience based on their previous visits, preferences, and beauty goals. With CRM, La Mano Derma & Laser Medical professionals can keep track of clients' preferred treatments, hair color formulas, skincare preferences, and more.

Imagine a scenario where a customer returns to the La Mano Derma & Laser Medical after a few months, and the stylist instantly recalls their previous haircut and color preferences. The client feels valued and cared for, knowing that the La Mano Derma & Laser Medical understands their individual needs. Personalization through CRM for La Mano Derma & Laser Medical fosters a deeper connection between the La Mano Derma & Laser Medical and its customers, creating a positive and memorable experience.

2. Appointment Management: Simplifying Booking and Scheduling

Efficient appointment management is essential for any successful La Mano Derma & Laser Medical. Long gone are the days of relying on paper appointment books and endless phone calls. CRM for La Mano Derma & Laser Medical streamlines the booking process, making it hassle-free for both clients and La Mano Derma & Laser Medical staff.

Clients can easily schedule appointments online, view available time slots, and receive automated reminders. They can also reschedule or cancel appointments conveniently through the system. This reduces the likelihood of no-shows and last-minute cancellations, leading to better utilization of La Mano Derma & Laser Medical resources and maximizing revenue.

For La Mano Derma & Laser Medical staff, CRM offers a centralized calendar that keeps track of appointments, availability, and service details. It helps avoid double bookings and ensures that clients receive the attention they deserve during their visit.

3. Loyalty Programs: Building Lasting Relationships with Clients

Loyal customers are the lifeblood of any La Mano Derma & Laser Medical. CRM for La Mano Derma & Laser Medical facilitates the implementation of loyalty programs that reward clients for their continued patronage. By tracking client visits and spending patterns, the system can automatically assign loyalty points, discounts, or special offers based on predefined criteria.

Clients feel appreciated when they receive exclusive rewards or birthday treats, enhancing their sense of belonging to the La Mano Derma & Laser Medical community. As they accumulate points and enjoy exclusive benefits, they are more likely to remain loyal and refer friends and family, contributing to the La Mano Derma & Laser Medical's growth.

4. Feedback and Surveys: Improving La Mano Derma & Laser Medical Services Based on Customer Insights

To continually improve La Mano Derma & Laser Medical services, feedback from customers is invaluable. CRM software enables La Mano Derma & Laser Medical to collect and analyze customer feedback through surveys and reviews. These surveys can be automated and sent after each appointment, capturing insights into clients' satisfaction levels, preferences, and areas of improvement.

Acting upon customer feedback demonstrates a commitment to delivering an exceptional experience. Whether it's adjusting La Mano Derma & Laser Medical processes, enhancing service quality, or introducing new treatments, the insights gleaned from CRM-driven feedback help La Mano Derma & Laser Medical stay attuned to their customers' evolving needs and preferences.

By embracing CRM technology, La Mano Derma & Laser Medical can elevate their customer-centric approach, foster long-lasting relationships, and stand out in the competitive market of beauty and wellness.

4.4 How to Leveraging CRM For Marketing Success?

Leveraging CRM software can significantly enhance your La Mano Derma & Laser Medical marketing efforts, allowing you to reach the right audience, engage customers, and promote your services more efficiently. Let's find out how!

1. Targeted Marketing Campaigns: Reaching the Right Audience with CRM Data

One of the most valuable aspects of using CRM for your La Mano Derma & Laser Medical marketing is the ability to gather and analyze customer data. CRM for La Mano Derma &

Laser Medical can capture essential information about your clients, such as their preferences, purchase history, preferred services, and communication preferences. With this data, you can create targeted marketing campaigns tailored to specific customer segments.

Segmentation allows you to send personalized offers and promotions to different groups of customers, increasing the chances of engagement and conversion. For instance, you can send exclusive discounts on hair treatments to clients who frequently book hair services or offer special packages for loyal customers. By delivering relevant content to the right audience, you can build stronger relationships and foster customer loyalty.

2. Email Marketing: Engaging Customers and Promoting La Mano Derma & Laser Medical Offers

Email marketing remains a powerful tool for engaging customers and promoting your La Mano Derma & Laser Medical 's offers. With CRM integration, your email campaigns become more effective and efficient. The CRM for La Mano Derma & Laser Medical can automatically sync customer data, including contact information and preferences, with your email marketing platform.

Personalization is the key to successful email marketing. Using CRM data, you can personalize email content based on customer preferences and past interactions with your La Mano Derma & Laser Medical. Whether it's a birthday greeting with a special discount or a reminder for their next appointment, tailored emails create a more personalized and engaging experience for your customers.

Additionally, CRM-driven email marketing enables you to track email performance, such as open rates and click-through rates. This valuable insight helps you refine your email strategies and optimize content to better resonate with your audience.

3. Social Media Integration: Enhancing Online Presence and Customer Engagement

In today's digital age, a strong online presence is vital for any business, including La Mano Derma & Laser Medical. Social media platforms provide an excellent opportunity to engage with your audience, showcase your La Mano Derma & Laser Medical services, and build a community of loyal customers.

CRM integration with social media platforms enables seamless customer engagement. You can link your CRM for La Mano Derma & Laser Medical to your social media accounts, allowing you to capture and track customer interactions on these platforms. By monitoring comments, messages, and mentions, you can respond promptly to customer inquiries and feedback, fostering a positive brand image and customer satisfaction.

Moreover, best CRM Software data can help you identify influential customers and brand advocates within your social media following. Recognizing and nurturing these relationships can lead to valuable word-of-mouth marketing and increased brand awareness.

With CRM, you can deliver personalized experiences, foster customer loyalty, and boost your La Mano Derma & Laser Medical online presence, propelling your business toward greater success in the competitive beauty industry.

4.5 CRM-Driven Customer Retention: Encouraging Repeat Visits and Customer Loyalty

Customer retention is a crucial aspect of running a successful beauty company. Not only does it lead to a steady revenue stream, but it also helps in building a loyal customer base and fostering positive word-of-mouth referrals. With the help of CRM for La Mano Derma & Laser Medical can implement effective strategies to enhance customer retention and boost client loyalty.

1. Customer Retention Strategies: Encouraging Repeat Visits and Customer Loyalty

- **Personalized Communication:** CRM software allows La Mano Derma & Laser Medical s to gather valuable data about their clients, such as their preferred services, appointment history, and special occasions. By leveraging this information, La Mano Derma & Laser Medical can send personalized emails or SMS reminders for appointments, special offers, and birthday greetings, making clients feel valued and appreciated.
- **Rewards and Loyalty Programs:** Implementing a loyalty program through CRM helps incentivize repeat visits. By offering points for every visit or purchase, La Mano Derma & Laser Medical can reward loyal customers with exclusive discounts, free services, or special perks, encouraging them to return and choose your La Mano Derma & Laser Medical over competitors.
- **Appointment Follow-ups:** After each appointment, CRM for La Mano Derma & Laser Medical can automatically send a follow-up message, expressing gratitude for their visit and asking for feedback. This not only shows that the La Mano Derma & Laser Medical cares about their experience but also gives them an opportunity to address any concerns promptly.

2. Managing Customer Feedback: Addressing Concerns and Enhancing Satisfaction

- **Real-time Feedback Collection:** With CRM, La Mano Derma & Laser Medical can conduct post-appointment surveys via email or text messages to capture real-time feedback from clients. This feedback helps identify areas for improvement, understand customer preferences, and address any issues before they escalate.
- **Tracking Customer Satisfaction:** CRM for La Mano Derma & Laser Medical allows La Mano Derma & Laser Medical s to track customer satisfaction scores over time. By monitoring trends and analyzing customer feedback, La Mano Derma & Laser Medical owners and managers can make data-driven decisions to enhance services, address common complaints, and ensure an overall positive experience for clients.
- **Handling Complaints Effectively:** In case of negative feedback or complaints, CRM enables La Mano Derma & Laser Medical staff to document and track the issues until they are resolved satisfactorily. Providing a quick and personalized response to customer concerns demonstrates the La Mano Derma & Laser Medical commitment to excellent service and can turn dissatisfied clients into loyal advocates.

3. Referral Programs: Utilizing Word-Of-Mouth Marketing to Attract New Clients

- **Automated Referral Tracking:** CRM for La Mano Derma & Laser Medical simplifies the process of running a referral program. The system can automatically track referrals made by existing clients and attribute rewards accordingly, encouraging clients to refer their friends and family to the La Mano Derma & Laser Medical.
- **Incentivizing Referrals:** By offering discounts, free services, or exclusive perks to both the referrer and the referred individual, La Mano Derma & Laser Medical s can create a win-win situation that motivates customers to spread the word about their positive experiences.
- **Monitoring Referral Performance:** CRM analytics provide insights into the success of the referral program. La Mano Derma & Laser Medical owners can identify which clients are referring the most and measure the program's impact on customer acquisition and overall, La Mano Derma & Laser Medical growth.

CRM-driven customer retention strategies play a pivotal role in nurturing long-term relationships with La Mano Derma & Laser Medical clients. These strategies help La Mano

Derma & Laser Medical enhance customer satisfaction, encourage repeat visits, and foster a loyal customer base that will sustain and grow the La Mano Derma & Laser Medical business over time.

4.6 Integrating CRM into La Mano Derma & Laser Medical Operations

Implementing CRM for La Mano Derma & Laser Medical is a significant step that requires careful planning and execution. Let's explore the essential steps for successful CRM adoption in your salon.

Step 1: Define Your Objectives Before diving into CRM implementation, clearly outline your salon's objectives and what you aim to achieve with CRM. Are you looking to improve customer engagement, enhance appointment scheduling, or boost client retention? Having well-defined goals will guide your CRM selection process and ensure the system aligns with your salon's unique needs.

Step 2: Conduct a Thorough Needs Assessment Analyze La Mano Derma & Laser Medical current processes and identify pain points that CRM can address. Seek input from salon staff members, front desk employees, stylists, and other stakeholders to understand their requirements and challenges. By gathering insights from all levels, you can choose a CRM for salon that caters to everyone's needs and promotes seamless integration.

Step 3: Research and Select the Right CRM Solution Once you know your salon's requirements, research various CRM providers that specialize in the beauty industry. Look for a user-friendly platform with features such as appointment management, client profiles, marketing automation, and analytics. Additionally, consider factors like scalability, security, and customer support when evaluating CRM options.

Step 4: Train Your Team CRM adoption involves a learning curve for La Mano Derma & Laser Medical staff. Conduct thorough training sessions to familiarize employees with the new system. Provide hands-on training, online resources, and access to customer support to help them navigate the CRM software confidently. A well-trained team will maximize the benefits of CRM integration.

Step 5: Data Migration and Integration Efficiently migrate your existing client data to the new CRM system. Ensure that all relevant information, including contact details, appointment history, and preferences, is accurately transferred. Integrating CRM with existing salon software, such as point-of-sale systems, can further streamline operations and enhance data flow.

Step 6: Test and Fine-Tune Before going live with the CRM for La Mano Derma & Laser Medical conduct thorough testing to identify and resolve any issues. Involve different team members to explore various scenarios and functionalities. Gather feedback and fine-tune the system to ensure it aligns perfectly with your salon's requirements.

Step 7: Implement in Phases Consider rolling out the CRM implementation in phases to manage the process effectively. Start with essential features and gradually introduce advanced functionalities. This approach allows your team to adapt to the changes gradually and minimizes disruptions in day-to-day salon operations.

Step 8: Monitor and Measure Performance Once your CRM for salon is up and running, closely monitor its performance and impact on salon operations. Keep track of key performance indicators (KPIs) like customer retention rates, appointment booking efficiency, and marketing campaign success. Use CRM analytics to gain insights into customer behavior and make data-driven decisions.

4.7 Retention Strategy of La Mano Drema & Lesar Medical

Customer retention is a vital aspect of building a successful skin care brand. In a competitive market, retaining loyal customers is crucial for long-term profitability and growth. In this blog post, we will explore nine proven strategies for customer retention in skin care brands. By implementing these strategies effectively, you can build loyalty, foster customer engagement, and drive repeat purchases.

- **Exceptional Product Quality**

The foundation of customer retention lies in offering exceptional product quality. Skin care brands must deliver on their promises and provide products that yield visible results. Effective formulations, premium ingredients, and rigorous testing are crucial to ensure customer satisfaction. By consistently providing high-quality products, you can establish trust and loyalty among your customer base.

High-quality skin care products are the foundation of customer satisfaction and loyalty. Customers expect products that deliver on their promises and provide visible results for their skin concerns.

Invest in research and development to create effective formulations using quality ingredients. Conduct rigorous testing to ensure the safety and efficacy of your products. Monitor customer feedback and continuously improve your formulations based on their needs and preferences.

- **Personalized Recommendations**

Personalization is a powerful tool for customer retention. By offering personalized recommendations, you show customers that you understand their unique skin care needs. Implementing quizzes, questionnaires, or online tools to gather customer data allows you to suggest tailored solutions. By providing personalized recommendations, you enhance the customer experience, increase satisfaction, and drive repeat purchases.

- **Reward Loyalty**

Implementing a loyalty program is an effective strategy for retaining customers. Loyalty programs offer incentives, rewards, and exclusive promotions to customers who repeatedly engage with your brand. By acknowledging and appreciating their loyalty, you strengthen the emotional connection between customers and your brand. Discounts, free samples, and early access to new product launches are some examples of rewards that can encourage customer retention.

- **Effective Customer Service**

Exceptional customer service is a cornerstone of customer retention. Promptly addressing customer inquiries, providing helpful guidance, and resolving concerns demonstrate that you value your customers. Well-trained customer service representatives, multiple communication channels, and professionalism are essential elements of effective customer service. By delivering outstanding customer service experiences, you build trust, loyalty, and positive word-of-mouth recommendations.

- **Educational Content**

Educational content plays a crucial role in customer retention. By providing informative and engaging content, you position your brand as an authority in the skin care industry. This content educates customers about skin care routines, ingredient benefits, and trends. Sharing valuable information through blog posts, video tutorials, and social media platforms helps customers make informed decisions, strengthens brand loyalty, and fosters a sense of community.

- **Follow-up Communication**

Regular communication with customers is key to maintaining engagement and retention. Implementing email newsletters, social media updates, and personalized messages helps you stay top-of-mind. Share helpful tips, new product information, and exclusive offers to keep customers engaged. Automation tools can be leveraged to scale follow-up communication as your customer base grows, ensuring consistent and timely interactions.

as your customer base grows, managing follow-up communication manually can become challenging. However, there are automation strategies that can help you scale up and streamline your follow-up communication efforts. Here's an explanation of how to automate follow-up communication effectively:

- **Email Marketing Automation**

Utilize an email marketing platform that offers automation capabilities. This allows you to set up automated email sequences based on triggers or customer actions. For example:

Welcome Series: Set up a series of automated emails to welcome new customers, introduce your brand, and provide relevant information about your products.

Abandoned Cart Emails: Send automated reminders to customers who added products to their cart but didn't complete the purchase, offering incentives or discounts to encourage them to return and complete their order.

Post-Purchase Follow-ups: Automate emails to be sent after a customer makes a purchase, thanking them for their order, requesting product reviews, and offering relevant cross-sell or upsell suggestions.

- **Personalization and Segmentation**

Segment your customer base based on factors such as purchase history, demographics, or engagement level. This allows you to tailor your follow-up communication more effectively. Use personalized variables in your automated emails, such as addressing customers by name or recommending products based on their previous purchases.

Trigger-Based Messaging:

Set up automated triggers based on specific customer actions or behaviors. For example:

Replenishment Reminders: Send automated reminders when it's time for customers to repurchase products they previously bought.

Birthday or Anniversary Emails: Automatically send personalized birthday greetings or anniversary messages, along with special offers or discounts.

Reactivation Campaigns: Identify inactive customers and set up automated campaigns to re-engage them with personalized offers or content.

Social Media Automation:

Utilize social media management tools to schedule and automate your posts on platforms like Instagram, Facebook, or Twitter. Plan your content in advance, create a content calendar, and use scheduling features to ensure consistent and timely communication with your audience.

- **Social Proof and Reviews**

Social proof and reviews are powerful tools for customer retention. Encouraging satisfied customers to leave reviews and testimonials helps build trust and credibility for your brand. Displaying these reviews on your website or social media platforms provides social validation and influences potential customers. By actively engaging with reviews and addressing customer feedback, you demonstrate your commitment to customer satisfaction.

- **Sampling and Trial Offers**

Sampling and trial offers are effective ways to introduce potential customers to your products. Offering free samples, trial kits, or collaborating with subscription box services allows customers to experience the quality and effectiveness of your skin care products. By reducing the barrier to entry, you increase the likelihood of product trial, customer conversion, and long-term retention.

Sampling and trial offers are effective strategies to introduce potential customers to your skin care products, allowing them to experience the quality and effectiveness firsthand. Here's an expanded explanation of sampling and trial offers, along with examples from the industry:

- **Customization and Personalization**

Consider offering sampling programs that are tailored to customers' specific needs and preferences. This can be done by allowing customers to choose their samples or by offering samples based on a personalized skin care quiz they complete.

Example: A skin care brand may provide an online quiz that assesses customers' skin type and concerns. Based on the results, customers receive a curated set of samples that address their specific needs, increasing the likelihood of product satisfaction.

- **Collecting Feedback**

After customers try your samples or trial products, encourage them to provide feedback. This can be done through follow-up emails, surveys, or a dedicated feedback section on your website. Gathering customer insights and opinions helps you understand their preferences and improve your products.

- **Surprise and Delight**

Surprising customers with unexpected perks or gifts foster an emotional connection and deepens loyalty. Handwritten thank-you note, exclusive discounts, or special gifts on birthdays are examples of ways to surprise

Here are some strategies to surprise and delight your customers:

- **Handwritten Notes**

Include a personalized handwritten note in the customer's order, expressing your gratitude and appreciation for their support. This personal touch goes a long way in making customers feel valued and special.

- **Unexpected Gifts**

Surprise customers with unexpected gifts or samples in their orders. It could be a deluxe-sized sample of a new product or a complementary accessory that complements their purchase. This unexpected gesture creates a positive impression and encourages customer loyalty.

- **Exclusive Sneak Peeks**

Provide exclusive sneak peeks of upcoming product launches or special editions to your loyal customers. This makes them feel like insiders and gives them a sense of exclusivity, enhancing their connection with your brand.

- **Birthday Surprises:**

Send personalized birthday wishes to your customers and offer them a special discount, free gift, or exclusive promotion to celebrate their special day. This makes customers feel appreciated and valued on their birthday.

- **Limited-time Offers**

Surprise customers with limited-time offers or flash sales exclusive to them. This creates a sense of urgency and encourages them to take advantage of the special deal, fostering a feeling of exclusivity.

- **Unexpected Rewards**

Implement a surprise rewards program where customers can earn additional perks or discounts based on their engagement or loyalty. Surprise customers with unexpected rewards when they least expect it, creating excitement and incentivizing repeat purchases.

- **VIP Events or Experiences**

Organize exclusive events, workshops, or virtual sessions for your loyal customers. This could include access to expert advice, beauty consultations, or early access to new product launches. VIP experiences make customers feel valued and deepen their connection with your brand.

- **Unexpected Upgrades**

Surprise customers with unexpected product upgrades or complimentary samples with their purchase. This exceeds their expectations and gives them the opportunity to try new products, increasing their satisfaction and encouraging repeat purchases.

Remember, the key to surprising and delighting customers is to go beyond their expectations and create memorable experiences. Tailor your surprises to align with your brand values and the preferences of your target audience, ensuring that they feel genuinely appreciated and valued.

Chapter: 5

Findings, Recommendations and Conclusion

5.1 Findings of the study

- 1) La Mano Derma & Laser Medical often gather customer data from various sources, including online purchases, in-store transactions, social media interactions, and email communications. Integrating data from these disparate sources into a unified CRM system can be challenging, leading to incomplete or inconsistent customer profiles.
- 2) CRM systems need to seamlessly integrate with marketing channels such as email marketing platforms, social media management tools, and e-commerce platforms. However, compatibility issues or lack of integration capabilities can hinder the execution of targeted marketing campaigns and personalized communication strategies.
- 3) While personalization is essential in achieving personalized experiences at scale can be challenging. CRM systems must be capable of analyzing large volumes of customer data to generate relevant product recommendations, offers, and content tailored to individual preferences and needs.
- 4) Customers have high expectations for personalized experiences, seamless omnichannel interactions, and exceptional customer service. Meeting these expectations requires continuous innovation and investment in CRM technology, processes, and personnel training.
- 5) The industry is highly competitive, with numerous brands vying for consumer attention and loyalty. To stand out in a crowded market, beauty companies must differentiate themselves through unique product offerings, innovative marketing strategies, and superior customer experiences enabled by effective CRM.

5.2 Recommendations

- 1) Establish a centralized data repository where all customer data from different sources can be stored. This repository should be designed to accommodate various types of data, including transactional data, social media interactions, email communications, and customer profiles.
- 2) Determine the specific functionalities and data points that need to be integrated between your CRM system and marketing channels. This could include customer contact information, purchase history, campaign analytics, etc.
- 3) Provide training and resources to your marketing and sales teams to effectively leverage the personalization capabilities of CRM system. Encourage collaboration and knowledge sharing to drive innovation in personalized customer experiences.
- 4) Invest in CRM platforms that offer advanced personalization features, omnichannel capabilities, and automation tools. Choose solutions that can scale with your business and adapt to evolving customer needs.
- 5) Conduct market research and consumer insights analysis to identify gaps in the market and areas of unmet needs. Use this information to develop unique and innovative service that resonate with your target audience.

5.3 Conclusion

Customer relationship marketing process is quite simple. La Mano Derma & Laser Medical have to first collect data about their customers through customer analysis. La Mano Derma & Laser Medical staff can update their customers data daily when they are in contact with their customers. Interview showed that La Mano Derma & Laser Medical s customers like to talk about their life during the treatments. La Mano Derma & Laser Medical staff has to write every- thing down so it can be used in customer segmentations or making customer groups.

After sharing customers into groups La Mano Derma & Laser Medical must choose every customer group suitable strategy what the La Mano Derma & Laser Medical is going to use to give them personalized marketing and to grow their customers purchases.

Loyalty program in hair and beauty industry is very good as non-productized program, because relationship between the customer and the hair therapist or beauty therapist is much more personal than example a relationship between a grocery store and their customer. La Mano Derma & Laser Medical is offering La Mano Derma & Laser Medical s whole loyalty program which purpose is that La Mano Derma & Laser Medical s' customers are collecting points and with these points they can collect their surprise present. The benefit is staying as a surprise until the end.

By talking with the interviews about customer relationship management and about personalized marketing through customer groups, they realized it is important and got excited of the idea. These interviews brought up the importance of informing La Mano Derma & Laser Medical customers about the customer relationship marketing and how they can use La Mano Derma & Laser Medical for that.

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