

 **ELEVATE YOUR LEARNING**

Module

05 | Designing a Customer Growth Strategy

Topic 2:
**Customer Retention
& Loyalty**



University
of Regina

Hill | levene
SCHOOLS OF BUSINESS



TABLE OF CONTENTS

1 PRE-TEACHING (BEFORE THE CLASSROOM: PREPARING FOR TEACHING):	02
a) Identify the main aims , goals, and outcomes of the module.	02
• What are the steps on the Ladder of Loyalty?	
• What is the importance of customer orientation?	
• What is Customer Relationship Management (CRM)? What are the associated activities namely insight, dialogue, personalization, measurement, and rewards?	
b) Acquire an understanding of the relevant contexts and terminologies.	04
• Ladder of Loyalty (Customer, Client, Advocate)	
• Customer Relationship Management (CRM)	
• CRM activities (insight, dialogue, personalization, measurement, and rewards).	
c) Watch the video (Module #5, Topic #2).	05
d) Gain insights into the individual needs of your students.	05
e) Develop an understanding of effective strategies and methods for teaching the content.	05
f) Familiarize yourself with the “Elevate Your Learning” online, printable pdf exercises and examples that will be used during the module.	05
g) Look at the components of the provided lesson plan (you can either use the example or create your own lesson plan). Prepare for assessment and evaluation strategies, encompassing formative assessment, summative assessment, self-assessment, and peer-assessment.	05
h) Prepare warm-up activities and learn about different tools (for example digital tools).	05
i) Establish a timeline for the module to ensure effective pacing.	06
2 TEACHING (IN THE CLASSROOM: COVERING THE CONTENT):	06
a) Review (introduce to the students) and follow the structured lesson plan (you can either use the example, or create your own lesson plan), ensuring alignment with the module's objectives.	06
3 POST-TEACHING (IN THE CLASSROOM: DEEPENING KNOWLEDGE AND DISCUSSING NEXT STEPS):	11
a) Offer additional activities for enhanced comprehension, utilizing results for summative assessment.	11
b) Facilitate student expression through end-of-topic opinion sharing, fostering deep understanding and course progression insights.	12
c) Foster reflection and feedback in the final step, engaging students in self and peer assessment for a comprehensive learning experience.	13

1 PRE-TEACHING a) (BEFORE THE CLASSROOM: PREPARING FOR TEACHING):

IDENTIFY THE MAIN AIMS, GOALS, AND OUTCOMES OF THE MODULE.

LEARNING OUTCOMES:

■ Example:

1. UNDERSTANDING THE LADDER OF LOYALTY:

Get how customers go from just buying to becoming big fans who can help you sell your product. Learn the different stages of customer development – from regular customers to super fans.

2. IMPORTANCE OF EFFECTIVE CRM:

Realize how talking and connecting with customers can turn them into big supporters. See how Customer Relationship Management (CRM) helps in this process and why it matters a lot.

3. APPLICATION OF CRM ACTIVITIES:

Learn and use cool tricks to make customers happy, like understanding what they like, having good conversations, personalizing things for them, keeping track of how things are going, and giving them rewards.

4. INTEGRATION OF MARKETING MIX AND PERSONALIZATION:

See how making things personal for customers fits into different parts of marketing, like production, price, where you sell, and how you promote it. Understand how this personal touch helps in creating better relationships with customers.

ENDURING UNDERSTANDINGS:

What understandings about the big ideas are desired? (what do you want students to understand and be able to use several years from now).

What misunderstandings are predictable?

■ Examples:

Students will understand:

Big Idea: Students will understand how to build brand loyalty and advocacy.

Desired Understanding: Students will understand that acquiring a paying customer is just the initial step, and building brand loyalty involves transitioning customers into advocates.

Use Several Years from Now: Students will use the knowledge of Customer Relationship Management (CRM) and the Ladder of Loyalty to foster brand advocacy, realizing the importance of ongoing engagement.

MISUNDERSTANDINGS:

Misconception 1. Assuming that gaining a customer is the final goal and not recognizing the significance of turning them into advocates for long-term success.

Misconception 2. Assuming it costs less to get new customers than to keep customers you have already acquired.

QUESTIONS FOR DEEP UNDERSTANDING:

What provocative questions will foster inquiry into the content when applied into different contexts or areas of application? (this uses open-ended questions that stimulate thought and inquiry linked to the content of the enduring understanding).

Possible topics of interest...

Indigenous contexts, Multicultural applications, cross-curricular applications...

■ Examples:

Question 1: In what ways can we honour and integrate the cultural heritage of the Indigenous community into our business practices, fostering strong connections with customers and building lasting brand loyalty? (*hint: how can we create a dialogue?*)

Question 2: In our multicultural environment, how might our unique cultural backgrounds influence the way we engage with customers, and how can we celebrate this diversity to strengthen our brand relationships? (*hint: find levers that work across cultures when possible*)

Question 3: How can we integrate our understanding of customer needs, cultural diversity, and effective CRM strategies across various subjects, ensuring a well-rounded and inclusive approach to customer relationship management in our cross-curricular learning? (*hint: how would you use the learning in this course to sell this class to students in other disciplines within a university setting?*)

KNOWLEDGE:

What knowledge will students acquire as a result of this unit?

Students will know...

■ Examples:

Students will know the essential steps in turning one-time customers into brand advocates through the Ladder of Loyalty.

They'll understand the role of Customer Relationship Management (CRM) in this journey, involving insights, dialogue, personalization, measurement, and rewards programs.

SKILLS:

What skills will students acquire as a result of this unit?

Students will be able to...

■ Example:

Students will be able to master customer relationship strategies, progressing from acquiring customers to cultivating brand advocates. With skills in CRM, insight, engaging dialogue, personalization, measurement, and rewards, they will adeptly enhance customer experiences, fostering enduring brand loyalty.

1 PRE-TEACHING b)

ACQUIRE AN UNDERSTANDING OF THE RELEVANT CONTEXTS AND TERMINOLOGIES.

WHAT IS LADDER OF LOYALTY (CUSTOMER, CLIENT, ADVOCATE)?

Marketers describe how customers can become brand advocates – or strong supporters – through what is known as the **Ladder of Loyalty** (2).¹ The bottom of the ladder begins with the “**customer**” who has a basic relationship with your brand through a one-time purchase of your product. The next step is “**client**.” At this stage, they have made a repeat purchase, interacted with you more frequently, and have a positive perception of your brand. The last step is “**advocate**.” An advocate is someone who regularly purchases and recommends your products to others.

WHAT IS CUSTOMER RELATIONSHIP MANAGEMENT (CRM)?

How can we transition customers into advocates? While it may not always be feasible, the solution lies in effective **customer relationship management**, also known as CRM. CRM is all about handling relationships with customers by understanding what they like to make a business successful. CRM focuses on what customers directly tell you, or don't, because they often don't know exactly what they want. This is referred to as knowing your customer orientation.

Having a strong understanding of a customer's wants and needs enables you to be effective at the various **CRM** activities (3) including 1) insight, 2) dialogue, 3) personalization, 4) measurement, and 5) rewards.⁴

WHAT ARE CRM ACTIVITIES (INSIGHT, DIALOGUE, PERSONALIZATION, MEASUREMENT, AND REWARDS)?

To create stronger and more successful connections with customers, you need to have **insight** (4) about them. This helps you serve them better and build better relationships. You can get this insight by using customer surveys, feedback, and reviews. This process helps you make your relationships with customers stronger and more profitable.

Having **dialogue** (5) with customers is also important for building good relationships. The best way to learn about your customers is to simply talk with them!

When you actively talk and listen to customers, it helps to create trust, loyalty, and keeps them engaged. For instance, if you have people who sell things or help customers, it lets customers share worries about your products. This also helps you fix problems or make the most of chances to do well.

How your company deals with customer problems often matters more than the problems themselves.

Personalization (6) can vary widely, from basic to advanced. Nowadays, using a single approach that fits everyone is not effective anymore, especially with different types of customers. Personalization can be related to all aspects of the **marketing mix**. For instance, products (7) can be personalized to match different characteristics of the user, prices can be personalized based on the number of times a customer buys a product, promotions can be personalized based on where customers obtain information, and product placement can be changed based on where it's easiest for customers to make a purchase.

¹Kingsnorth, S. (2019). *Digital marketing strategy: An integrated approach to online marketing*. Kogan Page.

Measurement (8) is another key to effective CRM. When marketers measure their CRM strategies it enables them to improve customer experiences, **return-on-investment**, and company performance. When your customer experience is measured, it can be better managed and both you and your customer benefit!

A few basic customer experience measures include 1) how much your customers spend, 2) how often your customers purchase, 3) when your customers purchase, and 4) **customer churn**, or how many customers you retain and how many you lose

Rewards (9) for customers can take many forms.

In points-based programs (10), customers earn points for each purchase that can be accumulated for use on products or discounts on future purchases. Loyal customers may receive sales discounts (11) based on their history of purchases. Referral programs (12) reward customers for encouraging new customers to come and purchase your products. This can be in the form of discounts, credits, honorariums, or other benefits. Finally, subscription programs (13) are gaining in popularity and allow customers to pay a recurring fee for exclusive features, benefits, or services. For rewards to be effective they need to be relevant and wanted by your customers.

¹Kingsnorth, S. (2019). *Digital marketing strategy: An integrated approach to online marketing*. Kogan Page.

1 PRE-TEACHING c)

WATCH THE VIDEO (MODULE #5, TOPIC #2). *You can find the transcription in the box below the video on the website. You may want to copy this for your reference.*

1 PRE-TEACHING d)

GAIN INSIGHTS INTO THE INDIVIDUAL NEEDS OF YOUR STUDENTS. *(Refer to the teacher's toolkit. This toolkit is a separate document available on the teacher's page of the Imagineur course.)*

1 PRE-TEACHING e)

DEVELOP AN UNDERSTANDING OF POSSIBLE EFFECTIVE STRATEGIES AND METHODS FOR TEACHING THE CONTENT. *(Refer to the teacher's toolkit. This toolkit is a separate document available on the teacher's page of the Imagineur course.)*

1 PRE-TEACHING f)

FAMILIARIZE YOURSELF WITH THE “ELEVATE YOUR LEARNING” ONLINE, PRINTABLE PDF EXERCISES AND EXAMPLES THAT WILL BE USED DURING THE MODULE. *(Refer to the online “Elevate Your Learning” Exercise PDF for this topic.)*

“Elevate Your Learning” Exercise PDF structure for this topic:

MODULE 5, EXERCISE 2

Use the Ladder of Loyalty to Build a Key Resource – A Strong Customer Base

- **Activity one:** Up the ladder with Customer Relationship Management
- **Activity two:** Explore YOUR customer retention strategies

1 PRE-TEACHING g)

LOOK AT THE COMPONENTS OF A LESSON PLAN *(you can either use the example – you can find it down below in the “Teaching” section below or create your own lesson plan). Prepare for assessment and evaluation strategies, encompassing formative assessment, summative assessment, self-assessment, and peer-assessment.*

1 PRE-TEACHING h)

PREPARE WARM-UP ACTIVITIES FROM THE LESSON PLAN AND LEARN ABOUT DIFFERENT TOOLS *(for example digital tools).*

1 PRE-TEACHING i)

ESTABLISH A TIMELINE FOR THE MODULE TO ENSURE EFFECTIVE PACING.

A suggested timeline would be as follows:

PRE-TEACHING (1.30-2.30)	TEACHING (40M- 1 HOUR)	POST-TEACHING (30M-50M)
<ul style="list-style-type: none"> • Watch the video (5m) • Gain insights (10m) • Understanding of effective strategies (10m) • Familiarize yourself with the exercises and examples (10m) • Look at the components of a lesson plan (25m) • Prepare warm-up activities using the examples (15m) • Learn about the digital and non-digital tools (15m) 	<ul style="list-style-type: none"> • Step 1: Warm-up activity (5m) • Step 2: Review the lesson plan (10m) • Step 3: Brainstorming activity (10m) • Step 4: Watching the video (5m) • Step 5: Work on activity one and two - Up the ladder with Customer Relationship Management (15m); Explore YOUR customer retention strategies (20m) 	<ul style="list-style-type: none"> • Work on the additional activity - In a paragraph, reflect on your work in activities one and two. Discuss the challenges that you encountered (10m) • Discuss the topic (10m) • Self and peer assessment (10m)

2 TEACHING a) (IN THE CLASSROOM: COVERING THE CONTENT):

In the example lesson plan below, there are five learning steps outlined.

STEP 1: The first step, a warm-up activity, serves as a general icebreaker to focus the students.

STEP 2: Moving forward, guide your students through the lesson plan, addressing any questions they may have.

STEP 3: In the third step, we offer a topic-specific warm-up activity related to the upcoming video, it further focuses the students on the task and can allow the teacher some formative assessment before watching the video.

STEP 4: In the fourth step, watch the engaging video.

STEP 5: In the final step, we provide exciting activities for students to apply their understanding from the video, which can be used for formative assessment.

Further discussion and reflection are in the "POST-TEACHING" section following this one.

LEARNING STEP 1

WARM - UP

Outcomes: Icebreaking

Activities: Warm-up activity

■ **Example of a warm-up activity:**

- Ask your students to imagine a customer is purchasing a new flavour of pizza-pop from their business for the first time. How might the business communicate with them, and what channels might they use?
 - Encourage students to share their sentences on Google Doc.
-

Resources: In this activity you can use the following Online tools:

1. [Google Doc](#) (for written responses) [Tutorial](#)
 2. [Audacity](#) (for recording their responses as a voice) [Tutorial](#)
 3. [Flip](#) (for recording their responses as a video) [Tutorial](#)
-

Assessment: Diagnostic assessment: Engaging in the warm-up activity can provide essential insights, including the identification of students' individual strengths and weaknesses in both academic knowledge and practical aspects, such as their access to the internet and digital tools for communication via email.

- Notes:**
1. Confidentiality: Let your student know about the following statement if needed:
"Your responses will be used for educational purposes only and will be kept confidential. Thank you for your thoughtful feedback!"
 2. To design the warm-up activity, consider the following notes:
 - Think about the varied backgrounds and needs of the students.
 - Utilize the outcomes of the warm-up activities to gauge the current level of understanding among students.

This information may serve as a diagnostic assessment, a form of pre-assessment or a pre-test where teachers can evaluate students' strengths, weaknesses, knowledge, and skills before their instruction.

Record the students' responses in their e-portfolios ([Google Sites](#), [WordPress](#), [Tutorial](#), or...), so you may want to use them later as part of your formative assessment.

LEARNING STEP 2

REVIEWING THE LESSON PLAN

Outcomes: Introduce and review the Lesson Plan with the students to:

- Provide students with a clear understanding of what to expect during the lesson.
- Clarify the learning objectives and outcomes and provide an opportunity for students to ask questions about the objectives and outcomes.
- Provide an opportunity for students to ask questions or seek clarification on any aspect of the lesson plan.

Activities: Reviewing the Lesson Plan

Resources: Provided below in learning step 3.

Assessment: Diagnostic assessment: Participating in a thorough review of the lesson plan offers vital insights, facilitating the identification of students' individual needs in both academic knowledge and practical aspects. Additionally, this process can unveil opportunities to incorporate diverse instructional methods, address specific learning styles, and foster a more inclusive and engaging learning environment.

You may want to ask the students to record their responses in a [Google Sheet](#) and save it in their e-portfolios.

■ **Google Sheet**

No.	Activity	Concern/Question	Date

Notes: None

LEARNING STEP 3

A TOPIC-SPECIFIC WARM-UP

Outcomes: Brainstorming activities to:

- a) Prepares students for the upcoming lesson.
- b) Guide students' attention to the key themes or concepts they will be exploring and gauge their grasp of the topic.
- c) Identify misconceptions and adapt your teaching accordingly.

Activity: ■ **Example:**

You can take the following steps for the topic-specific warm-up activity.

1. Have students brainstorm ideas for a fictional product, such as a high-tech pen.
2. Instruct each student to craft a compelling marketing slogan for their chosen product.
3. Encourage them to share their slogans on Padlet.
4. Select and discuss some of the most appealing slogans collaboratively with the students.

Resources: [Padlet \(Tutorial\)](#)

Assessment: Formative assessment, an ongoing feedback process, is crucial for adapting teaching methods. This activity, utilizing Padlet for digital collaboration, serves as a concise and engaging formative assessment. Students brainstorm ideas for a fictional product, like a high-tech pen, and craft compelling marketing slogans. By sharing their slogans on Padlet, the activity promotes creativity and concise communication. Teachers can observe and select the most appealing slogans for collaborative discussion, allowing students to refine their marketing skills and encouraging effective expression of product features in a succinct manner.

Notes: None

LEARNING STEP 4

WATCH THE VIDEO (MODULE #5, TOPIC #2).

Outcomes:

- What are the steps on the Ladder of Loyalty?
- What is the importance of customer orientation?
- What is Customer Relationship Management (CRM)? What are the associated activities namely insight, dialogue, personalization, measurement, and rewards?

Activity: Watching the video

Resources: The video is provided in course website; you can find the transcripts in a text box immediately below each video.

Notes: None

LEARNING STEP 5

IN THE ONLINE EXERCISES: “ACTIVITY ONE AND TWO” ACTIVITY ONE: UP THE LADDER WITH CUSTOMER RELATIONSHIP MANAGEMENT. ACTIVITY TWO: EXPLORE YOUR CUSTOMER RETENTION STRATEGIES

Outcomes: Putting the students’ knowledge/understanding from the video into practice

Activity: Activity one: Up the ladder with Customer Relationship Management
Activity two: Explore YOUR customer retention strategies

Resources: Resources are provided in the online website, in the “Elevate Your Learning” exercise PDF for this topic.

[Activity one and two \(You can find this activity on the “Elevate Your Learning” exercise PDF for this topic.\)](#)

You may want to give the students the exercises in this activity via Google Forms ([Tutorial](#)).

If you learn how to sort responses from Google Forms to Google Sheets, it can help you manage the assessment below.

Assessment: Formative assessment involves gathering ongoing feedback to inform teaching adjustments. Utilize tools like Google Forms to collect student responses, organizing them in a Google Sheet with a designated section for constructive feedback.

Notes:

1. Confidentiality Note: Let your student know about the following statement if needed: “Your responses will be used for educational purposes only and will be kept confidential. Thank you for your thoughtful feedback!”

3 POST-TEACHING

(IN THE CLASSROOM: DEEPENING KNOWLEDGE AND DISCUSSING NEXT STEPS):

In the first step of this phase, we provide additional activities to deepen students' comprehension of the topic, and we recommend using the results for summative assessment. Moving on to the second step, create an opportunity at the end of the topic for students to express their opinions. Encourage discussions with questions that foster a deep understanding of the topic and gather their thoughts on how they would like the course to progress. In the final step, students can reflect on their learning and provide feedback on their peers' work through self and peer assessment.

STEP a)

ACTIVITY THREE: IN A PARAGRAPH, REFLECT ON YOUR WORK IN ACTIVITIES ONE AND TWO. DISCUSS THE CHALLENGES THAT YOU ENCOUNTERED.

Offers additional activities for enhanced comprehension, utilizing results for summative assessment.

Outcomes: Concluding the topic

Activity: Activity three: In a paragraph, reflect on your work in activities one and two. Discuss the challenges that you encountered

Resources: [You can find this activity on the “Elevate Your Learning” exercise PDF for this topic](#)

The other suggestions for this section could be as follows:

- Ask your students to read about one of their favourite companies and analyze how the three concepts played there.
 - Think about products that students think are highly creative, or successful, but really strange, or ones that are crazy that have no market, or things you would like to see.
-

Assessment: Summative assessment: It evaluates learning outcomes at the end of a period, typically with exams or final projects, to measure overall understanding and proficiency. It provides a comprehensive overview of students' knowledge and skills. You may want to design a rubric for this exercise.

You can offer your students to respond in different forms such as:

Video: You can use [Flip \(Tutorial\)](#)

Audio: You can use [Audacity \(Tutorial\)](#)

Written: You can use [Kahoot \(Tutorial\)](#)

Notes: Confidentiality Note: Let your student know about the following statement if needed:
“Your responses will be used for educational purposes only and will be kept confidential. Thank you for your thoughtful feedback!”

STEP b)**DISCUSSION**

Facilitate student expression through end-of-topic opinion sharing, fostering deep understanding and course progression insights.

Outcomes: Discussing how to move forward

Activity: [Discussion](#)

■ **An example:**

a) Some questions for deep understanding could be as follows:

1. In what ways can we honour and integrate the cultural heritage of Indigenous community into our business practices, fostering strong connections with customers and building lasting brand loyalty? (*hint: how can we create a dialogue?*)
2. In our multicultural environment, how might our unique cultural backgrounds influence the way we engage with customers, and how can we celebrate this diversity to strengthen our brand relationships? (*hint: find levers that work across cultures when possible*)
3. How can we integrate our understanding of customer needs, cultural diversity, and effective CRM strategies across various subjects, ensuring a well-rounded and inclusive approach to customer relationship management in our cross-curricular learning? (*hint: how would you use the learning in this course to sell this class to students in other disciplines within a university setting?*)

b) Some discussion questions could be as follows:

1. What aspects of the course content or teaching methods did you find most beneficial to your learning experience?
2. Were there any challenges or aspects of the topic that you found particularly difficult or unclear?
3. Do you have any suggestions for improving the course, whether related to content delivery, activities, or assessments?
4. Were there specific approaches that resonated with your learning style?
5. How confident do you feel in applying customer retention and upselling techniques in real-world scenarios after completing this exercise?

Resources: You may want to utilize [Kahoot \(Tutorial\)](#) for collecting responses, benefiting from its features such as real-time interaction and anonymous responses.

Notes: None

STEP c)**SELF AND PEER ASSESSMENTS**

Foster reflection and feedback in the final step, engaging students in self and peer assessment for a comprehensive learning experience.

Outcomes: Students could comment on their learning as well as their peers'.

Activity: • Self-assessment

■ **Example:**

Are you confident in:	  
Apply customer retention and upselling techniques?	

• Peer-assessment:

■ **Example:**

- Pair your students together.
- Invite them to share their responses in activity one and two.
- Ask them to write a paragraph discussing both the strengths and the area of growth of their peers' responses.