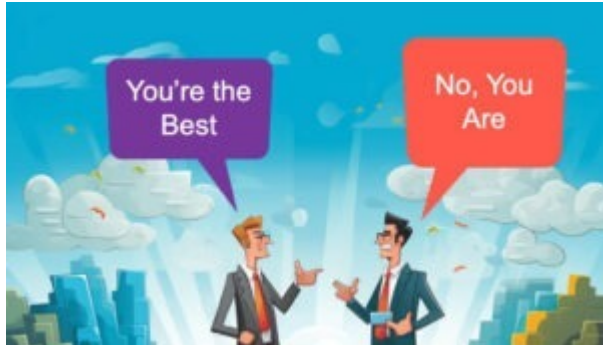# Top Ways to Build Customer Loyalty with CRM

written by Vicky Barry | September 21, 2023

Show your loyal customers that you appreciate their business by offering them rewards and incentives. For example, you could offer a loyalty program that gives customers points for every purchase they make. These points can then be redeemed for discounts or other rewards.