

# GATEWAY TRAVEL

• LEADERS IN TRAVEL AGENT SERVICES •

## CREATING LOYALTY

Six Steps To Creating a Loyal Client

# LET CLIENTS KNOW WHAT YOU OFFER

Contact your client by newsletter, email, phone call...Whatever method you use, the key is to subtly point out to clients what excellent service you are giving them. Even if it's a quick email letting them know you proactively checked out taxi rates for their upcoming trip to Europe. If you never mention all the things you're doing for them, clients may not notice.

## WRITE LONG-TIME CUSTOMERS PERSONAL, HANDWRITTEN NOTES FREQUENTLY

Hand written notes are an old time favorite with all types of people. Young, old, rich, and poor all love the personal touch of a hand written note. You can send a note to a client as they return from their recent trip. Maybe you bump into a client at an event and want to follow-up that encounter with a thoughtful note. ANYTIME you write a note to a client is a good time.

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# KEEP IT PERSONAL

Don't count too much on the ease of email, texting, or a quick phone call. Always take time to meet for coffee or a quick bite to eat. Reminding them why they chose you for a personal travel experience is always a good idea.

# REMEMBER SPECIAL OCCASIONS

Probably the easiest to plan, but most difficult to execute well, is remembering your clients special occasions. It's ok to spend money on your clients. Don't break the bank, but based on loyalty and the dollar amount they usually spend on travel with you, don't hesitate to send a small token of appreciation wrapped up in a birthday, anniversary, or Mother's Day gift.

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# PASS ON INFORMATION

If you read an article, see a new book, or hear about an organization that a customer might be interested in, drop a note or make a quick call to let them know.

# DON'T FORGET TO FOLLOW-UP

When you speak with existing clients you'll often find they have tips or referrals to give you.

Your existing customers are also a reliable mouthpiece for your travel agency, so there's no reason not to stay in regular contact with them. An important aspect in developing the longevity of a client relationship is staying in contact, no matter if its good, bad, or the conversation is stale. Keeping the connection is always a smart idea.

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