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How to keep the customers of your LMS platform happy and loyal?

Your current customers have already invested in your eLearning platform, but this does not mean you have to stop following them. How can you keep your customers loyal and happy?

Finding new customers is always difficult, so it is important to better meet your current customers on all aspects: product functionality, support and assistance services, and economic treatment. In this article, you'll find 7 ways - even creative enough - to keep your LMS customers loyal.

1. Include A Client Spotlight On Your Site

Displaying your customers' products / services in your LMS, their contact information included, can help them increase visibility and motivate them to leave a comment on your LMS, thus increasing your credibility for other potential customers.

2. Host Free Upgrade And Add-On Giveaways

To keep your LMS customers loyal you can offer them, free of charge and periodically, a free update or an add-on, maybe asking them to share the activity or their feedback on their social networks.

3. Start An Exclusive Social Media Group

With a social group exclusively reserved to your customers you can show them how much they interest you and you can share suggestions and experiences. You can also share free resources such as online tutorials and training guides.

4. Create An Incentive Program

If you reward your customers, you increase their loyalty level. You can do it with a point-based incentive program, or monthly credits, or even create a leader board that periodically distributes special benefits to your customers.

5. Schedule Live VIP Upselling Events

If you are about to propose an innovation in your eLearning system, you can involve your customers by creating a live preview, maybe also accompanied by a special discount for the participants, which can make them feel like VIPs and can help you buy your innovation.

6. Set Up One-On-One Feedback Sessions

Some of your customers may want to express their opinions, but not in an online public discussion. You can send everyone an email saying that you would like to organize individual feedback sessions with anyone interested. Your goal is to allow you to talk about their experience with your platform.

7. Host Monthly Events With Guest Hosts

To develop customer education for your platform, you can organize an exclusive free event every month with a guest (an industry expert, a member of your company, etc.) who asks questions and explores topics that let you explain how to use LMS

more effectively.

Remember, satisfied customers will support your brand and help you generate more revenue for your business.

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