

# Take the Tension Out of Customer Retention with Displaysense



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Author: Steve Whittle

Industry: [Small Business](#)

To help businesses, Displaysense has launched a new campaign, sourced new products and developed a new customer retention guide. With consumer confidence slowly recovering, Displaysense feels companies must start to target their existing customer audience in an effort to prevent them from defecting to rival brands.

Displaysense, a shop fittings and display cabinet supplier in Hertfordshire, has been busy trying to source new and professional display products that will help retailers create a unique in-store presence to not only encourage new customers, but also entice back existing customers.

With the new products in place, Displaysense has created a campaign titled "Driving Business Forward" and kick-started it with a useful top ten list of customer retention tactics. Displaysense plans to send out the guide with customer orders. Existing customers will also be directed to the website via e-mail to download the guide. Businesses will be encouraged to promote the guide on their website for every manager, store owner and company employee to see.

It is hoped that the mix of product range and customer retention knowledge at Displaysense will aid online and offline retailers alike and boost the economy on its road to recovery.

Steve Whittle, spokesperson for Displaysense, commented: "Customer retention management is very important for any size business, especially during testing times like these. We have seen a rise in the number of enquiries surrounding tools for obtaining customer feedback

and attracting customer attention, such as our ballot box range and business card holders."

After discussing the success of their product range, Steve highlighted the importance of their new customer retention guide, stating: "In an industry such as ours, we fully understand the importance of encouraging customers to return to us and with our mix of products and online retention guide. We hope that other businesses will put extra emphasis on their own strategies."

Not only is the company highlighting the importance of good customer retention strategies with their guide, but they have also recently sent out an e-mail to their existing customers which gave business generating ideas if they used the company's suggestion boxes and other related products for acquisition and retention purposes.

### **About**

### **Displaysense**

Displaysense was established in September of 1978 as a manufacturer of quality point of sale displays. Displaysense has a wealth of experience in design and manufacturing and has been able to develop an ever growing standard range of more than 5,000 displays for retail, exhibitions, office and home. The range is now hugely diverse including literature displays, display cabinets, mannequins, office displays, exhibition stands, catering supplies and even items for the home.

Displaysense works with a large range of clients including, retailers (multiple and independent), blue chip corporate clients, cafés, bars, restaurants and night clubs, shop and office fitters, marketing and promotions companies, designers and architects, product distributors, exhibition contractors and exhibitors, printers, councils and NHS trusts, charities, schools and universities and even home consumers.

### **For further information please contact:**

Steve Whittle  
Marketing Manager  
Displaysense  
Rye Street  
Bishop's Stortford  
Hertfordshire  
CM23 2HG  
UK  
0845 2008139  
[www.displaysense.co.uk](http://www.displaysense.co.uk)