



Consulting and Training | Reach New Heights

Course Name

Winning Loyalty: Strategies for Member Retention

Sector Name

HR Strategy and Training

Document Type

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Winning Loyalty: Strategies for Member Retention

Course Introduction

This training program equips professionals with a strategic and data-driven approach to member and customer retention.

Participants will explore the psychology of loyalty, design value-driven retention programs, measure churn risk, and implement proven techniques that foster long-term engagement and advocacy.

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Winning Loyalty: Strategies for Member Retention

Target Audience

- ✓ Customer Experience and Retention Managers
- ✓ CRM and Loyalty Program Specialists
- ✓ Subscription and Membership Business Leaders
- ✓ Marketing and Customer Engagement Professionals
- ✓ Digital Product Managers and UX Leads
- ✓ Data Analysts supporting customer operations

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Winning Loyalty: Strategies for Member Retention

Learning Objectives

- ✓ Understand the foundations and psychology of customer and member loyalty.
- ✓ Identify key drivers of retention across industries and segments.
- ✓ Design loyalty programs and personalized retention journeys.
- ✓ Use churn analytics and predictive insights to prevent attrition.
- ✓ Enhance the member experience across physical and digital channels.
- ✓ Create metrics and dashboards to measure retention success.
- ✓ Transform loyal members into brand advocates and promoters.

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Course Outline

✓ DAY 01

Foundations of Loyalty and Retention

- ✓ Defining customer and member retention vs acquisition
- ✓ The cost of churn and the ROI of loyalty
- ✓ Lifecycle stages: acquisition, activation, engagement, retention, reactivation
- ✓ Behavioral, emotional, and habitual loyalty
- ✓ Drivers of long-term member relationships
- ✓ Retention as a business strategy, not a tactic

Understanding Member Expectations and Needs

- ✓ Voice of the Customer (VoC) and expectation mapping
- ✓ Building and validating customer personas
- ✓ Identifying pain points and retention triggers
- ✓ Segmentation based on retention risk and behavior
- ✓ Net Promoter Score (NPS), CSAT, and CES frameworks
- ✓ Designing for needs vs delight
- ✓ Empathy mapping for loyalty experience design

Churn Analysis and Predictive Retention

- ✓ Root causes of churn and dropout

- ✓ Churn classification: voluntary, involuntary, silent
- ✓ Collecting and organizing churn-related data
- ✓ Building a churn prediction model
- ✓ Signals and early warnings for at-risk members
- ✓ Segment-specific retention forecasting
- ✓ Real-time dashboards for proactive retention

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Course Outline

✓ Day 02

Retention Metrics and KPIs

- ✓ Measuring retention rate, renewal rate, and churn rate
- ✓ Customer Lifetime Value (CLV) and its drivers
- ✓ Cohort analysis for retention insights
- ✓ Engagement metrics: usage frequency, depth, recency
- ✓ Retention vs revenue metrics: which matters more?
- ✓ Building retention dashboards with BI tools
- ✓ Benchmarking against industry standards

Designing Retention Journeys and Loyalty Programs

- ✓ Mapping post-acquisition engagement journeys
- ✓ Incentives: points, tiers, discounts, experiences
- ✓ Emotional loyalty and storytelling in programs
- ✓ Gamification and habit loop design
- ✓ Referral and ambassador programs
- ✓ Platform personalization for increased stickiness
- ✓ Lifecycle email and message automation

Retention Through Exceptional Member Experience

- ✓ Moments that matter in the member lifecycle
- ✓ Omnichannel experience design (online/offline/hybrid)
- ✓ Personalization using behavioral data
- ✓ Speed, convenience, and human touch
- ✓ Self-service vs high-touch support balance
- ✓ Journey interruption and friction point removal
- ✓ Building delight into product/service experience

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Course Outline

✓ Day 03

Crisis Retention and Win-Back Strategies

- ✓ Handling downgrades, cancellations, and complaints
- ✓ Crisis communication and proactive outreach
- ✓ Recovery journeys and discount offers
- ✓ Pause instead of cancel options
- ✓ Re-engagement campaigns and targeting lapsed members
- ✓ Exit surveys and feedback integration
- ✓ Rebuilding trust after service failures

Personalization and Retention Technology

- ✓ Role of CRM and marketing automation tools
- ✓ Behavioral tracking and real-time engagement
- ✓ AI-driven personalization and recommendation engines
- ✓ Retargeting and lifecycle-based campaigns
- ✓ Using surveys and quizzes to drive data collection
- ✓ Loyalty wallet and digital token integrations

Leadership, Culture, and Internal Alignment

- ✓ Embedding a retention mindset into organizational culture

- ✓ Cross-functional collaboration: marketing, CX, ops, product
- ✓ Training frontline staff for retention impact
- ✓ Aligning KPIs and incentives with retention outcomes
- ✓ Internal communication of loyalty performance
- ✓ Governance for loyalty programs
- ✓ Building a retention center of excellence

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Sept. 6, 2026	Sept. 8, 2026	3 days	3250.00 \$	KSA , Riyadh
Nov. 2, 2026	Nov. 4, 2026	3 days	1550.00 \$	Virtual , Online
Jan. 11, 2027	Jan. 13, 2027	3 days	3950.00 \$	Italy , Milan
April 19, 2027	April 21, 2027	3 days	3250.00 \$	UAE , Dubai

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