
Action Plan for Converting Clients to Supporters

As IKEA is an international brand, it would be a bit easy to attract the targeted customer's eyes. As we know, clients are those persons who are the regular customers of a brand. Before launching IKEA in Bangladesh, we also decided some action plan for converting our regular customers to supporters. It is very important to convert a client to a supporter so that we can generate our loyal customers who will buy everything we can produce. Loyal customers are an asset for any brand/company. They mainly help a brand to generate profit. For converting clients to supporters, we can give them some special offers, rewards & great service. The action plan that we will follow for our brand IKEA for converting clients to supporters is given below:

- **Superior Service quality:** As IKEA is an international brand, it would be expected to the clients that their service will satisfy their expectations. For meeting up their expectations, we provide them superior service. For that we will recruit deserving employees who can give our clients great service. Moreover, it is very important to select the right person for the right position. We will train our employees for better communication with our clients, for setting up our furniture properly as instructed by clients. A better service can make a client to a supporter.
- **Loyalty Schemes:** We can give different types of loyalty schemes to our clients based on their spending patterns. For example, if a client spends 60 thousands once, we can give them a membership card by which he/she can get some free service or priority. If a client spends 60 thousands or above twice, we can give them a golden membership card with identical number by which they will get 10% discount monthly whenever they purchase from us in one month. If golden holder customer becomes our advocate, then we will give them our royal membership card by which they will get flat 20% discount of their every purchase in any time.
- **Customized Product Selection:** The priority of customer's choice is very important to keep a strong relationship with a brand. Now-a-days, everyone wants their own customized furniture. We can give choice to our clients so that they can tell us about their desired products feature. According to their choice, we can modify our products. This will create value to the customer for our brand. It will also satisfy our clients that will lead them to become a supporter.
- **Customer Relationship Management Strategy:** It is an important tool for converting clients to supporters. Firstly, we need to generate our clients. We can arrange small contests monthly for our clients so that they will engage more with our brand. After every purchase, we can arrange a small quiz contest and let them know about the rewards & result timing of our contest. We will collect all quiz participants data and we will make a lottery. Every week we will choose a lucky "Client of the Week", and reward them with

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our surprise gifts. In such way, we can make our regular customers satisfy and we can make a strong bonding with our brand IKEA.

- **Festival Offers:** Every festival is special in Bangladesh. Festival means a lot to Bengali people. We can arrange some special offers, launch our special products, bundle product offerings in various festivals such as Pahela Baishakh, Pahela Falgun, Victory Day, Women's Day, Valentine's Day, Eid-UI-Fitr, Eid-UI-Adha, Durga Puja, Merry Christmas, Buddha Purnima and so on. It will generate more clients for our brand IKEA which will have a chance of huge potential supporters.

We can convert our clients to supporters according to the factors which have mentioned above. Firstly, it is very important to generate the clients. Brand awareness can help us to generate clients. We have to create strong brand awareness so that people will come and show interest on our products. After identifying our clients if we follow our action plan properly and keep our service & product quality as we promised, we can able to convert our clients to supporters.

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