

# #IVETS<sup>+</sup>HARD

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## How Increasing Client Touch Points Can Help Your Retention Rate



### 5 Key Takeaways

1. Leverage your reminders by using them as a way to educate your clients.
2. We can't improve on what we don't know, so find your starting point with your current retention rate data.
3. Perform an audit on what you are currently doing. Look at your reminder system to know what you're sending, what reminders look like, and how they're performing.
4. Increase your client touch points. Go multimodal with text, emails, app notifications, etc.
5. Don't let one or two people ruin your client touch point plan. Look at your data and make your decisions based on facts, not your gut or emotions.

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