Improving customer retention in the UAE

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Article info	Abstract
	This article aims to explore the importance of customer retention in businesses in the UAE. The article provides evidence for a clear and distinct relationship between customer satisfaction, customer retention and the success of the company. The main focus is to enlist and evaluate the success of the techniques used to improve customer retention in the company. This includes building trust with the company, increasing empathy, creating loyalty programs, ensuring sufficient measures to combat customer dissatisfaction and being open to feedback from the customers. The article is based on primary and secondary research conducted by the author wherein journal articles, research papers and financial newsletters were consulted to conclude. The paper also focuses on how the tourism industry of the United Arab Emirates largely affects customer retention in the country. From the research conducted, it can be claimed that no one technique of customer retention is fully applicable in the country due to the unique circumstances under which it runs its businesses. However, a combination of techniques can prove to be successful for the country owing to the income of its tourists, patronage and referrals of its locals, the demand for tourism in the country and the shopping capital of the country

1. Introduction

1.1. Importance of the study

The importance of this conceptual article is to provide a detailed review of customer retention methods and tactics in the United Arab Emirates (UAE). Customer retention is an integral tool that must be applied by all corporations to ensure that businesses can benefit from customer patronage and increase their clientele via referrals and increased visits. The article focuses on the different methods used around the UAE to increase customer retention. As the UAE is one of the largest tourism hubs in the world, it may be slightly difficult for businesses here to ensure customer retention because most of the customers are just one-time visitors. However, most of the businesses in the UAE smartly tackle this problem by ensuring worldwide shipping of their products, loyalty programs, referral discounts and subscriptions. The importance of this topic is directly related to the success of the economy of the UAE as customer retention leads to customer patronage and a consequent increase in sales and profits. Customer retention has also been said to be better than customer acquisition by recent studies thus making it more imperative to be studied as a tool that is required for the success of any business and the country at large (Alketbi et al., 2020).

1.2. Objectives and scope of the study

The objective and scope of this study are to thoroughly analyse the importance of customer retention in the UAE. Additionally, the article also focuses on the different methods currently employed by businesses in the UAE to enhance customer retention. However, the most important focus of this study is to provide a clear understanding of the different tactics that can be used to enhance customer retention in the UAE. The objectives of the study are also to provide UAE-based businesses with a clear understanding of the customer retention goals being set globally so that these can be incorporated by the companies to make it easier for the businesses to grow.

1.3. Literature review

An article from the Restaurant Times called "Proven Strategies UAE Restaurants can Use to Increase their Customer Retention Rate" states that customer retention plays a very important role in all businesses and especially the restaurant business. The customers that show patronage towards a particular business usually tend to spend more on the business they focus on. This article also works unearthing the stellar ways in which customer retention can be increased in restaurants in the UAE. The many ways in which restaurants can increase their customer retention rate are given as follows.

The article states that providing outstanding customer service is the key to ensuring that the customer can be retained. When the business provides its products at affordable prices with a good ambience, then there is a higher chance that the company will be able to retain its customers. The article also states that another great way of increasing customer retention and patronage is to create a personal touch that makes the business stand out. There are higher chances for customers to visit restaurants again when they are treated distinctly. The staff should be trained under the norms of good hospitality and follow the standards set by the business. Sometimes, engaging in polite talk may also largely benefit the business. Businesses should always try to be unique and stand out so that customers can remember them separately. A key tool that can be used is customer relationship management. This is a software program that takes previous data of the customers and helps you understand your customers better. This way, the company and businesses can personalise the experience of the client and thus increase their visits or purchases. Gathering customer feedback has been proven to increase customer retention. Customer feedback is very essential for all companies to evaluate their business and

increase their profits. Moreover, it makes the customers feel more important and thus increases the chances of their visits in the future. According to the article, using loyalty programs can also increase customer patronage as they will avail of all the discounts that are a result of customer compliance. To conclude, the article shows how improving certain aspects of the business can lead to customer retention (The Restaurant Times, 2021).

Another study suggests that customer retention is the key to ensuring that the value of the brand grows with time. In today's world, it is more important to create value for a brand rather than focus on the number of sales made. With the increase in the value of a brand, the demand for the product itself increases thus making it popular and reinstating customer retention for the brands that were struggling with complaints of customer dissatisfaction. The study also evaluates the main cause behind customer dissatisfaction being a poor relationship between a company and the customer, thus it lists ways of increasing company reliability by the company becoming more open about its procedures and also being receptive to the criticism provided by the brands (Kassim and Souiden, 2007).

1.4. Strengths and weaknesses of previous publications

The previous publications in this category have been efficient in determining the different customer retention tactics that can be used to ensure that the business makes profitable sales. However, there are some gaps in this literature. Generally, the literature does not factor in the different types of businesses in the field and how customer retention tactics should differ from business to business. When referring to the businesses in the UAE, the literature only factors in the spending of customers that belong to the upper class of society and thus the tactics required to rope in all types of customers are deficient. The publications also fail to include a post-market study to show the success of the customer retention techniques used. However, the previous publications all provide the best and standard customer retention tactics that have played key roles in promoting the success of a business. Moreover, there is rich data available about the customer retention techniques used in the UAE. Another strength of the publications is that they provide data from all over the world thus making it easier to distinguish how customer retention differs from country to country (Yegertek, 2022).

1.5. Principles of the results of the study

The principles of this conceptual article are to provide a clear and coherent understanding of the importance of customer retention and the various methods that can be applied to increase its efficiency. The results of the secondary research imply that customer retention is integral to ensuring the success of a business and helping the economy of the country thrive. The customer retention methods enlisted below have also been proven by researchers to support businesses and increase their chances of increasing profits.

1.6. Aim, goals, and novelty of the research

The article aims to study customer retention in detail. It also provides a clear explanation of the difference between customer retention and customer patronage. The article aims to help businesses find the right customer retention tactics to help their businesses expand their clientele and increase the number of repurchases. The goals of this article are to provide methods backed by research to improve customer retention in the UAE; based on the tourism industry of the country. The novelty of this research is on new premises. The previous publications have been published within 10 years and remain relevant to the market of the UAE. The research provides a prospective analysis of customer retention.

2. Literature review and hypotheses development

2.1. Agency theory

The agency theory that can be applied to this conceptual article is the presence of a shopper's bias when it comes to customer retention. There are times when a customer may be involuntarily loyal to one business only. This could be the result of the name of the brand or familiarity. Moreover, when a business operates in different locations through franchises, there is a high possibility that the franchisees may take decisions on behalf of the franchisors which can lead to a reduction in customer retention.

2.2. Hypotheses development

The hypothesis of this study is to prove that improving customer retention techniques can lead to an increase in the sales and profit turnover of any company. The hypothesis was developed after careful consideration and extensive research that concludes the positive and beneficial impact of customer retention techniques in the UAE ensuring the stability of profits and sales. The research also suggested the hypothesis that there is an established relationship between service quality and customer loyalty. The focus was on the identification of how leadership affects customer loyalty in the UAE. Moreover, the author intended to hypothesize the understanding of new ways in which customer behaviour can be innovated and managed to achieve loyalty despite uncertainties. Additionally, the establishment of an innovative culture can lead to customer loyalty and the different elements of customer satisfaction are addressed through the demographic issues that pose barriers to customer loyalty.

3. Research methods

There were different types of research methods used to find the result of this article. This included primary research methods and secondary research methods.

3.1. Primary research

In the primary research methods, the author conducted primary research which used the following methodology. Multiple models were used by the author to generate the theory and evaluate the findings of the market analysis conducted in the UAE. The following models have been used:

3.1.1. The SERVQUAL model

The quality of service in the UAE is a multi-dimensional concept that can be defined from several perspectives. These can be broadly classified into responsiveness, assurance, reliability, empathy and tangibility. It is said to be imperative for all organisations to assess the perception of customers in providing products and services. Customer expectations and opinions can be understood well using the SERVQUAL model. The findings of applying the SERVQUAL model to customer retention in UAE are as follows:

1. Tangibles: Communication and personnel are strong in the UAE in providing customer retention services. The salesman and spokespersons for the businesses are skilled in providing quality customer service and thus ensuring that the customer can be retained. Physical facilities of businesses in the UAE also contribute greatly to customer satisfaction. The facilities provided included world standards of seating, aesthetics and high-class interiors. Thus, the shopping experience is made very soothing for the customer leading to regular visits. The equipment used in the UAE has top-level technological advancements.

2. Reliability: The reliability of the stores in UAE is generally very high in ensuring that the businesses can follow through on their promises and thus ensure that the customer can rely

on them. When a business provides customisation services, they exhibit ensured dependability by helping the customers be vocal about their needs and providing a platform for them to rely on the company.

3. Responsiveness: Most of the businesses in the UAE are very responsive. They firmly believe in the principle of providing the best services for their customers. They are also consciously aware of the heavy dependence of the Emirati economy on the tourism industry and thus understand the huge role they play in ensuring that the customers who are tourists go satisfied in this country. They are always willing to provide the promised services and the warranties for the services or purchases generally follow through.

4. Assurance: The UAE has created a reputable image for being a country that produces brands that can provide the best quality. Thus, businesses in the UAE can provide assurance and help customers build their faith in the brand. The salesmen and employees are very courteous and ensure that all the demands and needs of the customers are met.

5. Empathy: The number one quality of the businesses in the UAE is their keen interest in ensuring that they empathise with their customers. The salesmen and business owners are always very polite and make sure that any overwhelmed tourists find their way through the shopping process.

Thus, through the underlying dimensions of the SERVQUAL model, it can be ensured that customer retention is a high priority for Emirati businesses and they are always looking to provide the best services (Han and Hong, 2005).
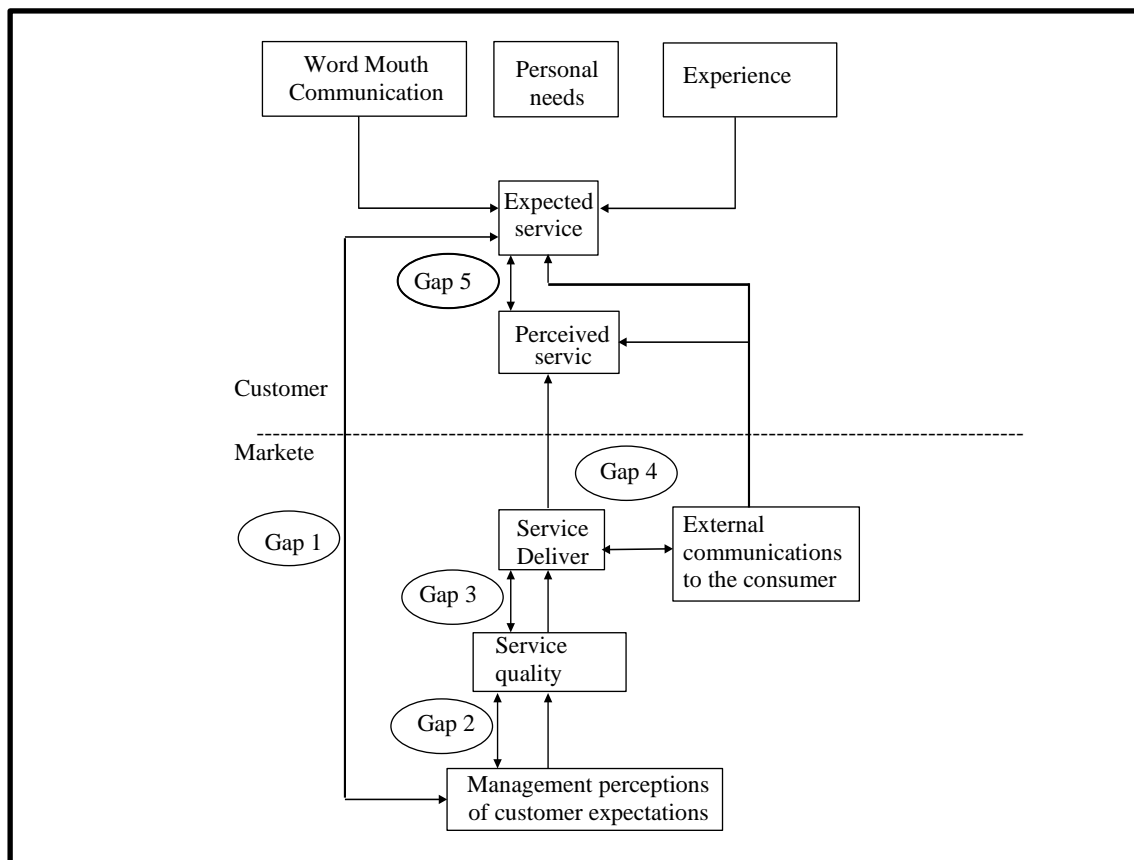

Figure 1. SERVQUAL model

3.1.2. The refined Kano model

Another model used by the author to conduct primary research is the Refined Kano Model. This model contains five attributes that assess the quality of the product or the service. These qualities are attractiveness, one-dimensional characteristics, must-be, indifference and reverse quality. These have all been applied to the customer retention capacity of the companies in the UAE and the outcomes have been listed. Kano's model needs to be redefined as it does not allow for the degree of importance of certain elements to be accorded to the analysis. Thus, these four categories then get sorted into the following eight categories which have been analysed accordingly:

1. Highly Attractive and Less Attractive: The products are said to be of the highest quality in the UAE and thus are highly attractive.
2. High Value-Added and Low Value-Added: The products are in the high value-added category and tend to be on the pricier side in the UAE.
3. Critical and Necessary: The need for many products and services provided is usually critical and necessary that require customer retention.
4. Potential Care-Free: The UAE market is filled with such products. Therefore, customer retention can be ensured via the creation of brand value.

The customer retention of the companies has thus been rated on the level at which the criteria of the model have been met by the companies (Yang, 2005)
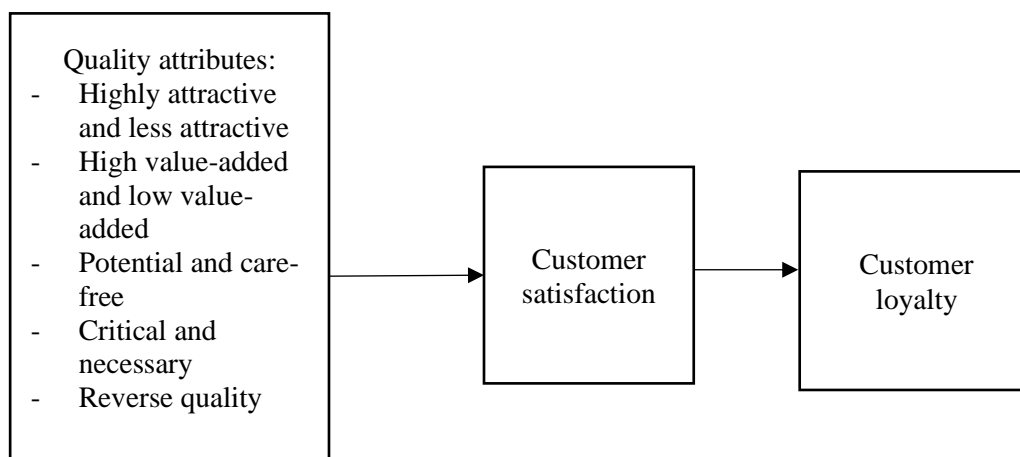

Figure 2. Refined Kano model

3.2. Secondary research conducted

The secondary research of this article has been conducted in the form of a thorough analysis of the literature available about the aspects of customer retention in the companies of the UAE. This has also included the following analysis:

• Market Analysis: To understand the requirements of the market and thus deduce the need for customer retention, the market analysis was performed on the different segments of the popular markets in the UAE.
• SWOT Analysis: The SWOT analysis determined the strengths and weaknesses of the many companies selected and how these factors affected the customer retention of the companies.
• PESTLE Analysis: The PESTLE analysis revealed how the external factors surrounding and controlling the company affect its customer retention.
• Risk Analysis: The risks associated with the companies were thoroughly evaluated to see how these risks contributed to reduced customer retention.

While these research methodologies were used, several other pieces of literature were reviewed

to provide a greater understanding of the importance of customer retention.

4. Results and discussion

The findings from this research suggest that customer retention is very important for the success of the services provided by the different establishments in the UAE. The level of quality provided by these businesses is one of the key aspects of customer retention. This study also focuses on the effect of quality of service in the customer retention process in the common tourism-related businesses of the UAE as well as the corporate settings. The different models used as the basis of the study show a strong correlation between the dimensions of service quality and customer retention. A regression test was also conducted that suggests that offering better services with increased quality also has a positive impact on the retention of customers. The research also provides that increased responsiveness and empathy hold the key to ensuring customer retention and are shortly followed by assurance, reliability and tangibility. Offering better customer services also leads to increased profits for the establishment via customer retention services. This leads to long-term customer loyalty and commitment. Thus, more attention should be placed by businesses on being empathetic towards their customers (Nasir, 2017).

The secondary research strongly suggests that relationship marketing is used to set the goal of providing a platform where a customer base can be built and expanded so that the company can gain profits. Loyal customers lay a solid foundation for the income stream of the company and also are the key factors in representing growth potential. This is because retained and regular customers buy more products and services from the company over time leading to an increase in the referrals made and the reliance on the customer. After more than three successful purchases, the customer may entirely give up the notion of searching for alternatives as they tend to heavily depend on the services already available at hand and ease. Companies usually attempt tactics of marketing and customer retention practices to ensure that the commitment of the customer is retained by the businesses. There is wider scope for this in the context of retention marketing (Al Hosani and Zainol, 2022).

The research shows that the key to ensuring customer retention also lies in the identification of customers that are worth being retained. Such customers can be identified by their willingness to learn about a business, their need to constantly purchase items, and how much money they are willing to spend. Therefore, the primary mission of any firm's marketing and customer strategy should be to coordinate all the activities well together and hire professionals to foster customer retention and increase patronage. Some of how a business can ensure that customer retention for the company is high is by taking steps towards customer satisfaction, providing superior service, developing loyalty and subscription programs, providing rewards for long-term shoppers, running a defection analysis if the business is a product based then the company should give their customers a chance to return old products for new ones, professionally handle all complaints, mass customisation, database marketing and the targeting of customers is also ideal. All companies must primarily aim for high customer satisfaction as this will lay the foundation for the company to achieve all other targets and finally customer retention (Al-Kharabsheh, 2020).

In the UAE, it has been shown that the poor handling of the products despite their top-notch quality can reduce customer retention. Such handling will directly reflect on the ethos of the company and the customer will assume that the company and its employees have little respect for their craft; thus, considering them unreliable. This is also the main cause of customer dissatisfaction. To maintain customer satisfaction, all companies should be well aware of the needs and expectations of their customers. It is always good to do a market analysis and a demographic analysis to see the trend of popularity in the products and services being employed in the market. The demographic analysis will help the business understand the needs of the

population and how the bandwagon bias affects their buying patterns. This effectively ensures customer retention because the easiest way to get a customer is to provide what they need (Lala, 2015).

From the research, it has also been found that listening to the voice of the customers is an effective way to attract them. Customers are always looking for honest companies that are willing to incorporate changes and also customise their products or services according to their own needs. This is how the popularity of social media came into consideration as a powerful digital marketing tool. From this data, it has been analysed that using digital marketing tools can also be a strong tool for ensuring customer retention. Active listening has been highly possible through social media platforms. Customers can now leave comments under posts or direct messages in our inbox that a team of experts can respond to. When the company makes efforts to directly communicate with the customers, this increases the chances of the company becoming more reliable for the customer thus ensuring that they are satisfied and remain loyal to the brand. Therefore, data suggest that spending more time marketing your products on social media platforms and actively communicating with your customers and potential customers will benefit the company. Moreover, social media platforms are inexpensive to use and easy to navigate thus making the whole process very hassle-free. However, it is important to deal with dissatisfied customers on social media in a calm manner. When a customer is dissatisfied, research suggests that they tend to find the companies more reliable when the mistake is fixed. Thus, when a company's failure is publicly displayed, how the company responds to such comments is very important to how it will attract customers. Therefore, providing a simple explanation with an apology and an immediate solution may be better for the company than just marketing the positives (Gulf Business, 2019).

Companies can also actively monitor the concerns of their customers through satisfaction indices. Such indices include curating surveys that measure customer satisfaction. Although this may be effective, the analysis also suggests that there is a high chance the customers are not completely honest due to their lack of interest in long surveys thus making the data unreliable. However, making a survey short and self-explanatory may make it easier for the customer to remain honest. Increasing confidentiality will also help them ease into providing honest answers. Market research is also the key to measuring customer satisfaction. The demand for products in the market is directly proportional to customer satisfaction. Companies should also focus on gathering customer feedback and showing the customers the importance of their feedback. When the company or the business shares success stories of how efficient the customer feedback has been in helping the company make improvements, the customer will look forward more to providing feedback and thus feel valued at your company. When the feedback gathering is done, the company must take into consideration all relevant feedback and make genuine changes to the organisation. When a customer is dissatisfied, the company should let the customer give them the best possible solution to ensure that the customer is satisfied again. Finding the root cause of defection that leads to customer dissatisfaction also provides an opportunity for the company to avoid such mistakes in the future (Nair, 2021).

No matter how great the product provided by the company is, all customers are looking for consistency in the quality of the product or the services. Upon analysis, the data suggests that some firms in the UAE tend to neglect the customer that is visiting for the second time usually assuming that this customer is already well aware of the high standards of the organisation and thus does not need any further assistance. However, the businesses should run in such a way that they should employ half of their salesmen to attract and sell services or products to the new customers and the rest should be entirely focused on the new customers giving them utmost respect and acknowledgement. This way, the company can provide superior services for their customers. Employee enthusiasm is also the key to ensuring the same. The employees should always be optimistic and approach their customers with utmost

respect and joy. When the customer sees that the salesmen are exceptionally happy with their job, it instils a sense of respect in them for the brand thus making the customer more comfortable with relying on the brand. The internal culture of the company must be nurtured in such a way that the customer should be able to believe that they are valued at the firm. This can be done by creating loyal customer accounts and providing a point-grading system for all customers. This way, when the customers continue to shop, they will know that there are points collected in their account that can later be used to avail products for free or on big discounts. The companies should also provide benefits for the customer on special dates. The company can ask the customer for their birthday or anniversary date when the loyalty accounts are being made and thus provide special discounts or gifts on these days. A company should always ensure that they respond to every complaint made by the customers quickly and constructively as mentioned above (Rewardz Digital Engagement, 2022).

Customisation is also another great way of ensuring customer retention and loyalty. Customisation aids businesses in nurturing the growth of a mutually beneficial relationship between the company and the customers. To accomplish the customisations that the customer requires, the company must be aware of the needs of the customer and how feasible these are. They should always actively listen to the customer and test the practicality of the idea and then provide a suitable solution for the customer. If there are instances, where it becomes difficult to accommodate the partial or complete choice of the customer, then alternatives should always be suggested but the customer's request should never be completely denied. Many databases and information systems allow businesses to capture, store and distribute data which helps the company offer suitable discounts and deals for the customers. All companies in the UAE should be consciously aware that they cannot satisfy every possible customer. Therefore, they should formulate customer retention strategies and hire customer loyalty companies the aid the company in accomplishing its goal to increase customer retention. Database marketing is also an integral tool that can help companies target the right customer segments. While companies should always be polite and cordial towards all of their customers, narrowing down the audience to increase their chances of customer retention is a perfectly adaptable technique. In the UAE, data analysis suggests that the best way to ensure customer retention is to focus on tourists that visit from areas closer to the UAE. However, tourists from all around the world should also be given the same amount of respect and treatment. Although customer retention in the UAE aims to increase tourism, it may benefit the businesses in the country more if they provided loyalty benefits that are exclusively for Emirati citizens (Mohamad et al., 2017).

Commitment on the part of the company is also essential for customer retention. Research suggests that commitment can either enhance or erode the relationship between a company and its customers. Affective commitment between both parties on the responsibility of the company can help ensure the locked-in continuance and thus customer retention. However, when a customer feels trapped in such schemes due to the downside of prolonged usage of the same brand, this can badly affect the company as the customer will no longer be willing to voluntarily shop or purchase from the company once the period of commitment is over. Companies should always aim to have amicable and sustainable relationships with their customers which leads to increase word-of-mouth referrals. However, if the customer is stuck in pyramid schemes with the company that is detrimental for the customer, although they will be involuntarily invested in using the company, their word of mouth will only include a word of caution to others to stay away from the said company. Thus, while trying to maintain the loyalty of one customer, the potential loyalty of thousands will be lost. Therefore, companies should entirely focus on providing the best possible relationships with their customers (Daus, 2022).

From secondary research, it has also been revealed that cities like Dubai and the firms within are exclusively focusing on customer retention. Spokespersons from large enterprises are making statements and suggesting that their strategy to focus on acquiring customers

instead of retaining them has cost them a lot of money. The cross-country bounce rate of many of these companies is at least 50% which explains that any one of the two customers browsing a website does not usually make it past the first page of the site. The cost of acquisition is very high and when the customers are rarely paying attention, it just shows that the companies need to focus on customer retention for the customers that are already interested in the company rather than spending time impressing customers that barely want to pay attention. Therefore, instead of recruiting professionals to help expand the customer pool geometrically, companies should instead focus on engaging with customers that have already purchased a service or an item from the company. The firms in the UAE all agree in unison that it usually takes one negative experience to permanently ruin the image of a brand. Therefore, companies should focus on dealing with customers that have had negative experiences. To ensure that a greater return on investment is generated, businesses should be guided by the most prioritised of all stakeholders: the customers. When these customers visit the websites or applications of the company, they should provide live feedback for the experience that they receive with every interaction between the customer and the company (Abbas, 2022).

As digital platforms are the most practical and common in today's world, companies need to understand the importance of providing a good experience for the customers on these digital platforms. Companies should understand that creating a good digital platform is just as important as creating an aesthetically pleasing and efficient store. The websites used to provide services and sell products to customers should most importantly be secure. The customer must feel that it is safe to expose their data to this website. Research suggests that the fear of appearing in credit card leaks and becoming a victim of fraud is one of the leading causes of reduced customer retention. Therefore, the best information technology professionals must be hired and they must be asked to keep all the data of the customers secure. The customers should also be made well aware of this. Many firms in the UAE have digitalised their work and continue to use the best technology to complete tasks. Therefore, increased security of such platforms with a user-friendly user interface (UI) can lead to better customer retention for the customers. It often happens that customers tend to visit websites only for the aesthetic value of the website and thus stumble upon products that they might need. Following this strategy, the websites should be attractive and push the customer in the direction of buying products (Gulf News Report, 2022).

Therefore, the primary and secondary data suggest different methods to improve customer retention and resolve the concern of customer dissatisfaction. The data provided also gives vast evidence of these tactics working. Companies in the UAE are now providing paid and coalition loyalty programs that help the company increase their chances of enhancing customer retention. Therefore, the hypothesis has been proven to be correct as increasing and improving customer retention leads to an increase in customer retention and thus aids the economy of the country.

5. Conclusions and suggestions

The paper aims to investigate how service quality and various other factors related to the behaviour of the company or the businesses affect the customer retention of the company. However, the main focus of this conceptual article is to provide evidence for the different techniques that have been used to increase customer patronage and retention and thus increase the revenue of the business based in the UAE. How these techniques are applied is strongly reliant on the tourism industry of the UAE which is vast and shapes the customer attitude of the country. Businesses need to find a balance between serving local Emirati customers while also paying esteemed attention to tourists.

Moreover, the research suggests that customer retention is better than customer acquisition. Customer retention is the result of good customer service and satisfaction that can only be achieved through empathy and responsiveness. Many businesses in the country are

using these techniques to not only satisfy their customers' demands but also to increase their patronage and retention which leads to profitable outcomes for the company. The key to ensuring customer retention is to keep the quality of the services provided consistently. It must also be noted that the same principles of attraction and aesthetics must be applied to the design of a website as it would be to the interiors of the store as they are both spaces where the customer decides whether they would like to invest their time and money in the products or services offered by the company. Although the UAE is a largely Arab-dominated country, all websites must provide instructions in English as well as Arabic. Sometimes, it may also benefit the company to add languages for the users that are frequent browsers on the website. It must be therefore noted that customer retention cannot be achieved overnight. It is a simple yet intricate process that requires attention to detail and extra effort from the side of the employees to be at their best professional behaviour and make the customer retention campaign a success (IvyPanda, 2020).

Although the cities in the UAE have cultivated a business sense to promote the usefulness of customer retention, there are a few suggestions that can still be incorporated. These are:

1. Creating a Good Onboarding Experience: When a customer makes their first purchase with your brand, remember to provide a memorable experience for them thus creating a lasting impression on the customer. This way, you will be inviting them to a pleasant onboard experience wherein they will be delighted to shop with the company again thus increasing the chances of customer retention. This can include being polite and cordial and helping them out with all their queries and also providing the best packaging for their products and also creating a good customised experience. One-on-one conversations with the customer to make them feel valued are the key to ensuring their onboard stay with the company.

2. Providing Personalised Customer Engagement: All customers want to own something unique. While providing services or products, ensure that your customer is fully aware that their product or service is being tailored to their needs. If the entire process cannot be customised, then make sure that you have several options to give your customer to choose from and the combination of all of their choices stands unique for them. Additionally, never turn down a request for customisation and instead give the customer choices that can be made alternatively. It is best to always leave space for personalisation when it comes to your products or services so that the customer can enjoy the benefits of the uniqueness of their purchase.

3. Building Trust: Building trust is the only way in which your customer will truly be engaged in your business. When you spend time building trust with the customer and providing the best services for them, the customer starts to rely on the brand for everything. After the third or fourth purchase made by the customer, they will completely rely on the brand for that particular experience. When you build trust, it is also easier to tackle situations where dissatisfaction occurs. As the customer trusts the brand, they will also trust it to provide better services and fix honest human error made. Building trust includes giving the customer great value for their money and a long-lasting warranty to ensure the good status of the products being purchased.

4. Implementing Customer Feedback: Feedback is the key measure that should be taken to ensure that the customer feels valued. However, creating a loop can make the process more efficient. A feedback loop can be created on the website of the company wherein all the feedback of the customers has been incorporated most appropriately by the company and can then be listed on the FAQ section of the company's website. This way, the customer will feel the importance of their suggestions and positions at the firm and will feel like they are also an integral stakeholder in the company. Thus, their chances of making purchases with the company or staying loyal are much higher.

5. Attending Tourists: For the UAE, it's imperative to have a separate strategy that helps it

deal with tourists. Companies should do a market analysis of the tourists that most frequently visit their store or the area around the store. It is best for the company to then hire professionals that can either speak the native languages of these countries or have a good understanding of their culture. Every employee must at least be bilingual and help the customers by comforting them. This way, the foreign customers will feel more accepted in the presence of the company and thus tend to refer it to others and make the brand more globally popular.

6. Maintaining a Customer Communication Calendar: The company or business should focus on creating a calendar wherein the customer is regularly communicated with. This can include special dates such as the birthday of the customer or the day on which they joined the company's loyalty program. They should be sent warm greetings and also be given special discounts or complimentary gifts on such days.

7. Company Newsletter: The newsletter is a great way for the company to communicate with thousands of customers at once. The newsletter can contain informative sections about the products and services being sold by the company. This can include the benefits of the services being provided or the maintenance required for the product. Additionally, the company should include a section about its CSR and ESG activities as these have been proven to increase customer patronage. All the subscribers of the newsletters should also get special benefits from the company.

8. Customer Retention Programs: The companies should start a customer retention program where the customer gets points for their referrals and also for their purchases that can be used later to avail discounts. Moreover, the customer can also receive exciting discounts for the loyalty they have shown towards the brand. They should be provided unique services for their long-term association with the company. A good way to ensure customer retention is to have a tie-up with other companies for such activities so that the customers can benefit from the services of the company that they are loyal to and also a new company thus making them even more inclined to continue exploring the brand that they are currently loyal to (Bernazzani, 2022).

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