

Unit four: Understand customers (F/506/2131)

5. Organisations use a lot of different methods to attract customers and encourage repeat business. **Describe** how each of the following methods can **attract** customers and **retain** them. [2.5]

Method	Description
Loyalty card scheme	Loyalty programs, discounts and rewards can be an excellent way to ensure that customers keep coming back to an organisation. Examples of these include supermarket loyalty cards and loyalty stamps at coffee shops.
Buy one get one free offers	Limited time offers and promotions can attract customers who wouldn't normally use that particular organisation. This is a tactic often employed by discount supermarkets like aldi who heavily advertise mayor limited time discounts on certain products to attract customers from the larger supermarkets.
Referral schemes	Have you ever been asked to provide contact information to an organisation in order to receive a reward on certain benefits? Or have you been given a code or link to send to your friends so that they may sign up and you both receive a discount? Referral schemes help to both reward loyal customers and attract new customers at the same time.

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Once you have completed both parts of this Assessment, go to www.vision2learn.com and send your work to your tutor for marking. Log in to the platform and send your Assessment to your tutor via your My Study page for marking. Good luck!