Customer Loyalty and Retention Strategy

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Customer Loyalty and Retention Strategy is a 5-day senior loyalty and retention course delivered by Mars Training Centre across our international training centres in London, Dubai, Madrid, Kuala Lumpur, and Jakarta — designed for heads of loyalty, retention, CRM, and senior marketing and CX leaders responsible for protecting and growing the customer base.

Acquiring customers is expensive. Keeping them is the more profitable problem — and the more neglected one. In most organisations, retention sits between marketing, CX, and operations without a clear owner, and loyalty programmes accumulate cost without changing customer behaviour. Senior leaders need a structured way to think about loyalty as a commercial discipline, not as a points-based reward scheme.

Across five focused days, you will work through the senior loyalty and retention stack: retention strategy, churn diagnostics, customer lifecycle management, loyalty programme design, lifetime-value economics, and the governance required to lead retention across functions. The programme uses regional case material and applied exercises grounded in your own customer base.

What You Will Learn

By the end of this programme, you will be able to:

- Build a customer retention strategy aligned with commercial goals.
- Diagnose churn drivers using validated analytical methods.
- Design a customer lifecycle programme across stages and segments.
- Evaluate the commercial logic of a loyalty programme honestly.
- Apply customer lifetime value as a planning and prioritisation tool.
- Lead a retention programme across marketing, CX, and operations.
- Build win-back propositions and reactivation programmes.
- Govern retention performance against meaningful metrics.
- Defend retention investment to the executive team.
- Lead retention through digital, mobile, and AI-led personalisation.

How You Will Benefit

You will leave with a senior leader's playbook for loyalty and retention — strategy, lifecycle, programme design, measurement — and a Mars Certificate of Completion.

Your organisation will gain a retention leader who can connect loyalty to commercial outcomes, govern lifecycle programmes across functions, and protect the customer base as the strategic asset it is.

Who This Programme Is For

This programme is designed for senior loyalty, retention, and CRM leaders, including:

- Heads of Loyalty and Retention
- Heads of CRM and Customer Lifecycle Marketing
- Marketing Directors with retention ownership
- CX Directors leading customer-base programmes
- Commercial Directors in subscription and consumer sectors
- General Managers with profit-and-loss accountability
- Senior product directors in customer-base businesses

The seniority floor is senior manager and above. The programme is delivered in person over five days in London, Dubai, Madrid, Kuala Lumpur or Jakarta and leads to a Mars Certificate of Completion.