

# 10 Tips to Personalize Your Customer Experience

*This is an extra resource to go along with the original article:*  
[7 Easy Ways to Upgrade Your Customer Experience and Reduce Churn](#)

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1. Create a customer loyalty program where you reward customers based on key criteria, such as purchase behavior, loyalty, and referrals.
2. Segment your email list so that you can send targeted messages to your email subscribers.
3. Include your customer's first name in your marketing and behavior-automated emails.
4. Ask your customers to update their profiles. The more you can learn about your customers, the more you can personalize their experience with your service.
5. Study your customer's in-app behavior so that you can provide more personalized service, such as product recommendations.
6. Ask your customers for the types of emails they want to receive from you so that you can segment accordingly.
7. Celebrate your customer's special moments, such as their birthday or anniversary with your business.
8. Send out surprise gifts to your customers "just because" that aren't tied back to a specific event. These can delight your customers.
9. Show your customers how they are benefitting from your product. For example, send out a weekly email where you share their activity and how much money or time they've saved by using your product.
10. To convert prospective customers, segment your case studies and show them customers who are similar to them in some way (same pain point, same industry, etc).