Amazing.com Shares How Improved Product Packaging Increases Customer Retention Just as Forbes Reveals Information on Amazon?s Own Customer Retention

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Amazing.com features an Amazon product showcase, reviewing real Amazon products and sharing opportunities for packaging improvement. Jason Katzenback and Rich Henderson share how existing sellers could improve customer retention and increase sales by bettering their Amazon product packaging and inserts. They reveal that by spending time creating a customer experience through intentional packaging designs, sellers can beat big brands selling on Amazon and create repeat customers. This product showcase comes as Forbes reveals Amazon?s own customer retention.

Forbes reveals that Amazon is addictive to customers, sharing that 85% of Prime shoppers visit Amazon once a week and 56% of non-Prime members report the same. Customers shopping on Amazon come to the site ready to buy. The Amazon Prime membership has contributed to the company?s growth and customer retention strategy. Forbes also reveals that product reviews are integral in the customer buying process. 60% of customers said they would not consider an item with less than a 4.5-star rating.

During their product showcase, Jason Katzenback and Rich Henderson share their insight on packaging

tips?like using packaging design to increase perceived value, using inserts to build a customer list, and including ways for customers to reach a seller directly via packaging or inserts. Providing a website, social media handle, or other contact information within the product package gives a customer direct access to a seller. This eliminates the hassle for a customer of having to go through the Amazon customer service channels to reach the seller. For a seller, having direct access to help alleviate a customer?s concerns or correct an issue may allow them to avoid negative reviews and create a better customer experience by solving their problem faster. Jason and Rich share that intentional packaging designs and inserts create customer loyalty and assists brands when they launch new products on Amazon.

Amazon was founded in 1994 by Jeff Bezos. Amazon has pioneered serves like 1-Click shipping, Prime, Fulfillment by Amazon, Fire TV, Alexa and Amazon Echo. Their four guiding principles include customer obsession rather than competitor focus, commitment to operational excellence, long-term thinking, and passion for invention. Amazon Prime is a subscription service. Members can pay annually or monthly. Amazon Prime gives subscribers access to free 1 and 2-day shipping as well as free services provided by Amazon. Such services include Amazon Music, Amazon Photo, and Amazon Now.

Amazing Selling Machine (ASM) is a training course provided by Amazing.com. Amazing Selling Machine 9 (ASM9), was recently offered for a limited period of time. The ASM training offers entrepreneurs a step-by-step guide on starting and growing an Amazon business. Instruction is provided through an 8-week online course. Members receive access to live weekly group coaching calls, the exclusive ASM community and mentors, the private resource vault, and other added bonuses.

Amazing.com was founded by Matt Clark and Jason Katzenberg. It is headquartered in Austin, Texas. The company uses internet-based courses and live instruction to teach entrepreneurs how to create a private label Amazon business. Their mission is to help individuals find financial freedom through the success of their own private label Amazon business.

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Amazing.com, Inc.

Amazing.com helps people build successful businesses and achieve the financial freedom to do what they want, when they want, wherever in the world they want.

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