

Customer Management

Steps:

1. Access Customers:

- Log in to Shopify.
- Click *Customers* from the left-hand menu.

2. View Customer Profiles:

- Click on any customer to see:
 - **Contact details**
 - **Order history**
 - **Total spent**
 - **Tags**

3. Edit Customer Details:

- Inside the customer profile, click *Edit* to update:
 - Email
 - Phone number
 - Address
- Add or remove **tags** (e.g., VIP, Wholesale).

4. Create Customer Segments:

- On the main *Customers* page, click *Create segment*.
- Use filters to define criteria (e.g., customers who spent over £100).
- Save and name your segment for future use.

5. Export Customers:

- Click *Export* (top right of the Customers page).
 - Choose:
 - **All customers**
 - **Current page**
 - **Selected customers**
 - **A segment**
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Best Practices:

- Use **tags and segments** to personalise marketing (e.g., special offers for VIPs).
 - Regularly update customer information for accurate records.
 - Export customer segments for targeted email campaigns.
 - Review **new vs returning customers** in analytics to monitor retention.
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Revision #2

Created Tue, Apr 22, 2025 9:24 AM by Seb

Updated Tue, Apr 22, 2025 10:03 AM by Seb