

A Bite Customer Knowledge

What is Customer Retention?

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Customer Retention

The Ability to **Retain Existing**
Customers

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-A Measure of
Customer Loyalty

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-A Key Contributor to
Business Profitability

Customer Spending Retention

Measures **customers' total spending** in a year* that can be retained in the next year.



** A fixed time frame is defined to be the baseline period (ie. FY2022: 1 Jan 22 - 31 Dec 22)*

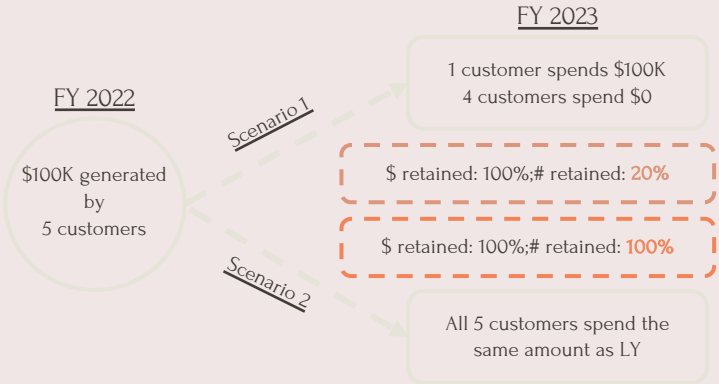
Customer # Number Retention

Measures the **customer number** in a year* that can be retained in the next year.



** A fixed time frame is defined to be the baseline period (ie. FY2022: 1 Jan 22 - 31 Dec 22)*

The Importance of Both Customer & # Retention



Questions: Which scenario do you think the retention is more successful?

The Key to
Customer Retention Success is to
Focus On Creating:

Memorable Customer Experience

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Personalised & Meaningful
Relationship

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Intentional Post Purchase Journey

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