

What is Customer Retention?

Customer Retention

The Ability to Retain Existing Customers

-A Measure of
Customer Loyalty

-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)

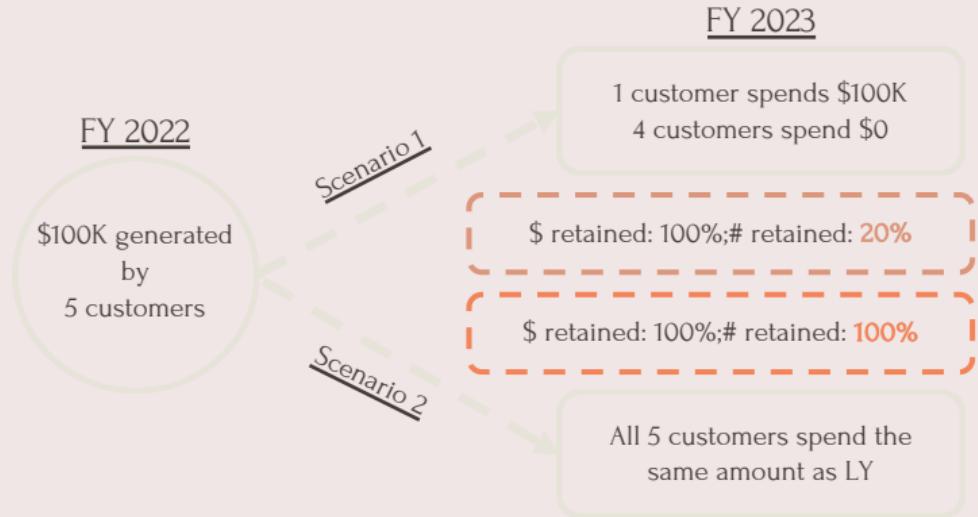
Customer # Number Retention

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

-

Personalised & Meaningful
Relationship

-

Intentional Post Purchase Journey

G O G O C H E N G

G O G O C H E N G