

# Client Retention Report Guide

This report is used for calculating how well you are retaining both new and existing clients. It tracks whether clients have had services within a timeframe and are returning within a 90 day period.

## When to Create the Report

We recommend reviewing this report monthly.

## How to create the report

1. From the SalonBiz/SpaBiz menu bar, click the Reports icon.
2. Double click on the Client Retention Report from the report list side navigation.
3. Enter the last day of the previous month. The report will automatically calculate back 90 days from the date you entered.

## What it tells you

### *Operational Definitions*

**Retention** - the percentage of the location's service guests who return for an additional service within 90 days of their last service.

The report is separated into 3 distinct sections so that you can view retention of the following types of clients:

- **All Clients** - all clients who have visited the location
- **New Clients** - clients who had not previously experienced a service in the location
- **Existing Clients** - clients who have previously experienced a service in the location

### *Understanding the Metrics*

- **Service Clients** - the number of clients who experienced a service in that month.
- **# Returning in example month** - the number of Service Clients (from the total that came in that month 30 days) that returned for another visit in that same month.
- **# Returning in following month** - the number of Service Clients (from the total that came in the example month 60 days) that came back in the following month.
- **# Returning in 3 months** - the number of Service Clients (from the total that came in the example month) that came back in 90 days.
- **# Returning in 120 days** - the number of Service Clients (from the total that came in example month) that came back in 120 days.
- **Cumulative # Returning** - the number of Service Clients (from the total that came in the example month) that came back in that corresponding month.
- **All Client Retention** - the percentage of clients that returned during the retention period. This is calculated by taking the Cumulative # Returning / # Service Clients for the retention period.

## How it's used

This report gives you the ability to determine when to create promotions and whether current marketing efforts are creating beneficial results. It is also used in tracking whether training, technical and management efforts are paying off for the client to want to return.



**Aveda Client Retention for May 2009 to August 2009**

**Retention for All Clients**

	May 2009	Jun 2009	Jul 2009	Aug 2009
# Service Clients	1,581			
# Returning in May 2009 (~< 30 Days)	147			
# Returning in Jun 2009 (~< 60 Days)		545		
# Returning in Jul 2009 (~< 90 Days)			440	
# Returning in Aug 2009 (~< 120 Days)				111
Cumulative # Returning	147	692	1,132	1,243
<b>All Client Retention</b>				<b>79%</b>

**Retention for New Clients**

	May 2009	Jun 2009	Jul 2009	Aug 2009
# Service Clients	155			
# Returning in May 2009 (~< 30 Days)	8			
# Returning in Jun 2009 (~< 60 Days)		20		
# Returning in Jul 2009 (~< 90 Days)			23	
# Returning in Aug 2009 (~< 120 Days)				6
Cumulative # Returning	8	28	51	57
<b>New Client Retention</b>				<b>37%</b>

**Retention for Existing Clients**

	May 2009	Jun 2009	Jul 2009	Aug 2009
# Service Clients	1,426			
# Returning in May 2009 (~< 30 Days)	139			
# Returning in Jun 2009 (~< 60 Days)		525		
# Returning in Jul 2009 (~< 90 Days)			417	
# Returning in Aug 2009 (~< 120 Days)				105
Cumulative # Returning	139	664	1,081	1,186
<b>Existing Client Retention</b>				<b>83%</b>