

# Aveda Client Retention by Staff Report Guide

## When to Create the Report

We recommend reviewing this report monthly.

## Creating the Report

1. From the SalonBiz/SpaBiz menu bar, click the Report icon.
2. Double click on Aveda Client Retention by Staff from the report side navigation. You will find it under the Aveda Vital Signs category.
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.



## Client Retention By Staff for January 2008 to April 2008

Run For: 4/1/2008

**Staff Member****Retention for All Clients**

	Jan 2008	Feb 2008	Mar 2008	Apr 2008
# Service Clients	107			
# Returning in Jan 2008 (~< 30 Days)	6			
# Returning in Feb 2008 (~< 60 Days)		28		
# Returning in Mar 2008 (~< 90 Days)			37	
# Returning in Apr 2008 (~< 120 Days)				11
Cumulative # Returning	6	34	71	82
<b>All Client Retention</b>				<b>77%</b>

**Retention for New Clients**

	Jan 2008	Feb 2008	Mar 2008	Apr 2008
# Service Clients	3			
# Returning in Jan 2008 (~< 30 Days)	0			
# Returning in Feb 2008 (~< 60 Days)		1		
# Returning in Mar 2008 (~< 90 Days)			0	
# Returning in Apr 2008 (~< 120 Days)				1
Cumulative # Returning	0	1	1	2
<b>New Client Retention</b>				<b>67%</b>

**Retention for Existing Clients**

	Jan 2008	Feb 2008	Mar 2008	Apr 2008
# Service Clients	104			
# Returning in Jan 2008 (~< 30 Days)	6			
# Returning in Feb 2008 (~< 60 Days)		27		
# Returning in Mar 2008 (~< 90 Days)			37	
# Returning in Apr 2008 (~< 120 Days)				10
Cumulative # Returning	6	33	70	80
<b>Existing Client Retention</b>				<b>77%</b>