

Customer Retention Measurement Workshop

How to measure and place a value on customer retention in your organization

A customer saved is a customer earned – the reality is that a customer saved can be worth up to five new customers. The question is how do you measure how many customers you've saved and how much they are worth?

In this practical, interactive workshop we teach you how to measure and use customer retention information to improve the bottom line.

Why should you attend?

- Learn how to measure your customer churn to gain an accurate reading of your customer retention success.
- Turn customer retention metrics into business values for your CEO and CFO.
- Demonstrate the success of customer retention programmes in bottom line profit.
- Benchmark your performance against other organizations.
- Through the extensive use of case studies and examples from different industries you will walk away with practical skills that you can implement immediately

Topics

- Overview of Customer Retention
- Determining what you should measure and why
- Determining what you shouldn't measure and why
- The link to company value
- Creating consistent measurement definitions
- Collecting and using industry benchmark information

Who should attend

This workshop is designed for anyone who has to design, value, propose, approve or implement customer retention processes within an organization.

How to book

This workshop is available as an in-house programme that companies can run for their customer retention focused staff and managers.

Please contact us on (02) 8821 6800 or email us at info@genroe.com.au for more information or to arrange a booking.

Duration

3 hours

Price

\$300 (ex-GST) per attendee.

\$250 (ex-GST) per attendee over five.

Minimum five attendees