IMPROVING SALES EFFICIENCY THROUGH TURNOVER ANALYSIS
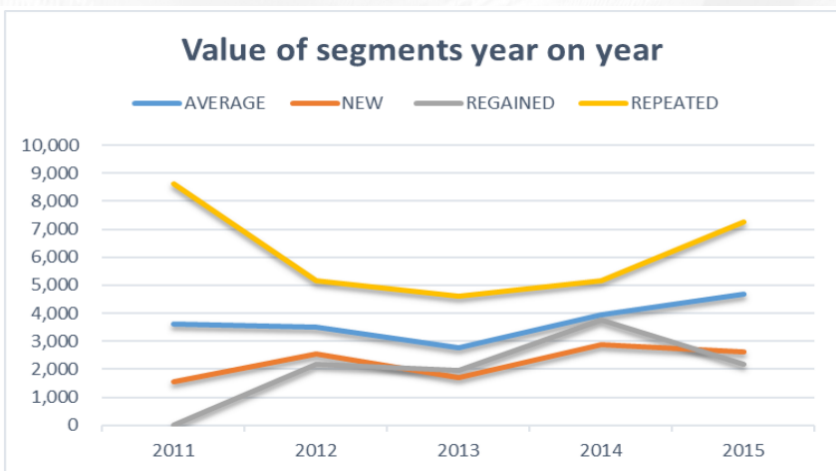
SUMMARY & OBJECTIVES

One of our clients was struggling with hitting their sales targets. We conducted turnover analysis and customer segmentation analysis to help them improve their sales efficiency and better understand the trends.

SOLUTION

Improved client churn and turnover analysis

We used the client turnover data analysis to identify trends. We then further segmented "active clients" into new, regained (after a few years' break) and repeat ones. It allowed the client to see that the primary source of income came from repeat and new clients.

But in order to help the client make a better-informed decision on which client group to target, we needed to identify the value of each segment.

AT A GLANCE

CHALLENGES

- Get the best returns on investment for sales efforts
- Understand the trends
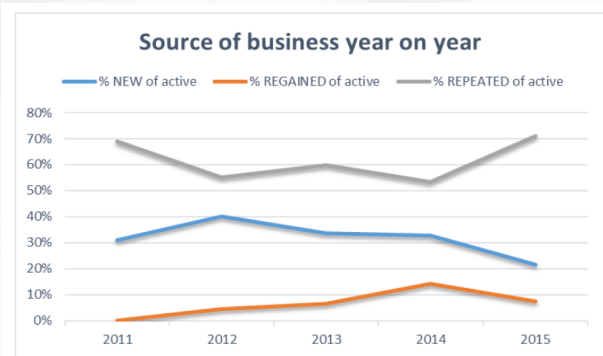- Maximise market opportunities

It showed us that both new and regained clients bought less than the average value per active clients. Whereas repeat clients were constantly above these metrics. It told us that this was a business based on trust. And trust takes time to build.

BENEFITS

- Improved client churn
- Maximised existing opportunities
- Higher turnover
- Better informed decision

Sometimes the solution is more of the same.

Based on our recommendations, the client increased account management efforts for their existing stable client base and added higher-value services to their offering. As a result, they maximised market opportunities and increased turnover.