Customer Retention Benchmarking

CLIENT: A Leading Unisex Hair & Style Salon

Our Client is a Unisex Hair & Style Salon offering a full range of grooming solutions for value conscious consumers. Our Client offer trendy haircuts and colour services, complete skin care solutions and bridal packages, at affordable rates.

Industry Overview

The Health, Beauty and Wellness industry in India is at an all-time high and growing rapidly. The high rate of growth in this dynamic industry is being driven by increasing consumer demand for branded products and services and a growing middle class and also thanks to the growing desire among both men and women to look stylish and feel good.

Growth propellers

- Growing disposable income of middle class, peer pressure and ever-increasing exposure by media are some of the factors truly making India as the hottest market for high-end salon brands in India.

- Customers' willingness to spend as long as they are getting something specifically different and much better than the regular services provided by mom and pop salons.

Threat

- International Brands coming into the domestic market can be a threat to the market share held by Client's.

- Availability of cheap local brands and imitations

Objective

Improve client retention by predicting Client Churn.

Our Client wants to know the Customer Churn. To do this in the current competitive scenario, it is very crucial to know and understand the customers, in order to grow the existing customer base, reduce customer attrition and increase influx of new customers.

Scope

Create a predictive model to identify client churn cycles (When should the salon consider a customer as a potential attrition?) And predict when customer churn will take place.