



# QUISINE ANALYTICS

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**Customer Lifetime  
Value (CLV)  
Enhancement  
Strategy**



# Introduction

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- Define CLV: “Customer Lifetime Value is the total revenue a business can reasonably expect from a single customer account throughout the business relationship.”
- Current CLV: \$500
- Target: Increase CLV by improving retention, frequency of visits, and average spend.







# Key Metrics Breakdown

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- Current Regulars' Return Rate (RRR): 75%
- Newcomer Conversion Rate (CRNR): 20%
- Customer Satisfaction: Newcomers 82%, Regulars 89%

These metrics directly impact CLV through loyalty and engagement

# Segment CLV Drivers

## A. Retention

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- Loyalty programs for regulars (e.g., point system, surprise rewards)
- Follow-up surveys with personalized thank-you incentive

## B. Frequency of Visits

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- Exclusive events (chef tastings, new menu previews) for members
- Subscription dining packages (e.g., “3 meals/month” plan)

## C. Average Order Value

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- Upselling and cross-selling via digital menu recommendations
- Curated tasting menus or “Add-on” bundles for drinks/dessert



# Data-Driven Personalization

Use dining history to recommend personalized dishes

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AI-powered email campaigns: "You liked X, try Y"

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Custom promotions on special occasions (birthdays, loyalty anniversaries)

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# Onboarding First-Time Visitors for Long-Term Value

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- Special “first-visit” offers that encourage return visits
- Track first-timers who rate the experience highly — follow up with offers
- Use preference surveys during the first visit to shape future offers

# Implementation Roadmap

Timeframe	Action Step	Outcome
Week 1-2	Analyze POS data	Identify high-spending patterns
Week 3	Launch email automation	Retarget first-timers
Week 4	Pilot loyalty program	Increase return frequency
Week 5-6	Evaluate CLV shifts	Optimize strategies



# Estimated Impact

- Retention boost by 10% could increase CLV by ~\$100
- Increasing visit frequency by 1/month = +\$20-\$50/month
- Bundled orders & upsells = \$5-\$15 increase per visit
- → CLV increase potential: \$150-\$300 over customer lifetime





# Conclusion

## "Recipe for Lifetime Loyalty"

- Blend retention, personalization, and value-added experiences
- Track KPIs: RRR, CRNR, Satisfaction, Average Spend
- CLV is not just about revenue — it's about relationship-building





# THANK YOU

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