

Introduction

- 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

- 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

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

B. Frequency of Visits

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

C. Average Order Value

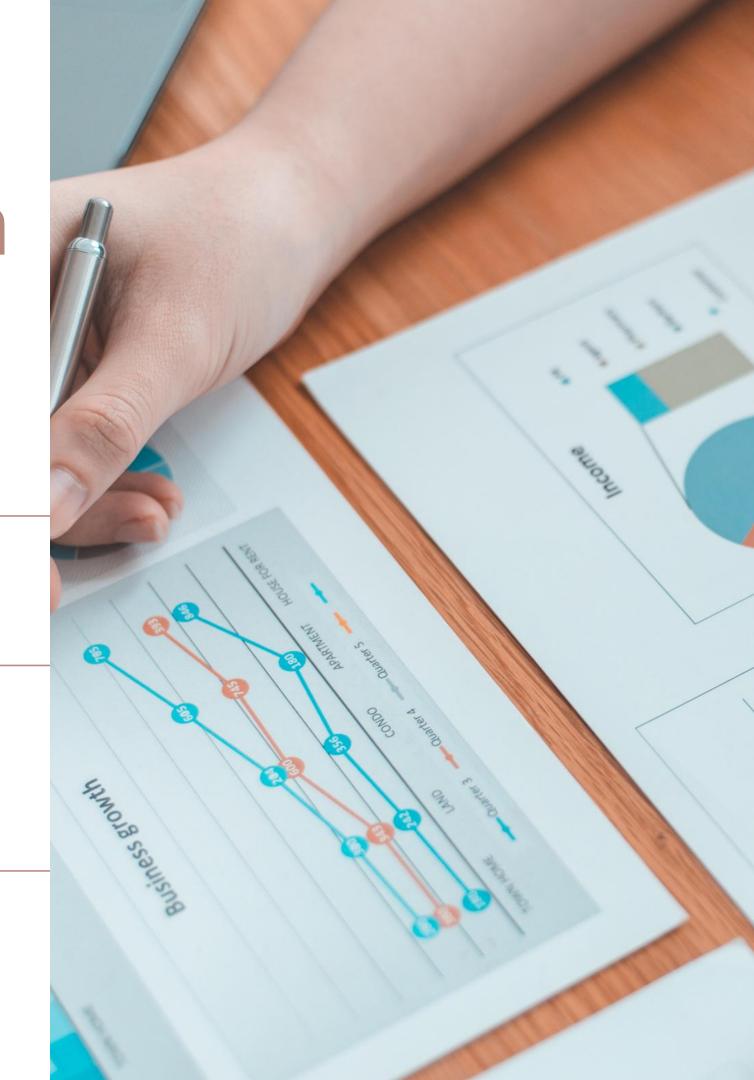
- Upselling and crossselling via digital menu recommendations
- Curated tasting menus or "Add-on" bundles for drinks/dessert

Data-Driven Personalization

Use dining history to recommend personalized dishes

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

Custom promotions on special occasions (birthdays, loyalty anniversaries)





Onboarding First-Time Visitors for Long-Term Value

- 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



THANKYOU

