



The attrition rate has been high in recent years at 9% but the Sales team believes this is due to a lack of new features and a high cost of software license renewal. To combat this, the digital and product team is being expanded with a focus on new features and the renewal price will be frozen for the next two years (leading to a drop in price in real terms) with possible further reductions due to an efficiency drive. It is believed this combination should enable the company to reduce the attrition rate to 5% or less.

Digital & Product Development

Over the last year, the digital team has worked on improving both the social media reach, the website and the tools used in the company. The focus is now on product improvements and the development of a cloud service.