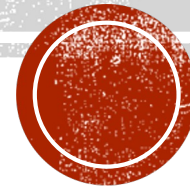# CUSTOMER RETENTION CASE STUDY

Aditya Maurya

- Customer retention is the ability to keep customers coming back to your store or website to create repeat business and investment.

- Keep your Customer engaged and Build Trust.

- Customer Retention ensure customer loyalty.

- It is the process of engaging existing customers to continue buying products or services from your business.

.

- It's different from customer acquisition or lead generation because you have already converted the customer at least once.

Your probability of selling to an existing customer is at least 40 percent more likely than converting someone who has never bought from you before.

CUSTOMER RETENTION (CR)

ITS NOT A TOOL ITS AN ART

The probability of selling to an existing customer is 60-70%, while the probability of selling to a new prospect is 5-20%.

60-70%
Existing Customer

5-20%
New Customer

WHAT ARE THE BENEFITS OF CR?

- Retained customer tend to buy other services from the same company
- Retained customer are known to be less price/cost effective
- Positive publicity - Free Marketing 24 x7
- The probability of selling to an existing customer is 60 – 70%
- While the probability of selling to a new customer is 5-20%
- Decline Migration rate

RETENTION TACTICS

o Poor customer service brings 70% of customer loss

o Always ask for feedback from customer

o Listen first, understand and then talk

o Bring your customers together

o Give priority and importance to customers always

o Find out what makes customer to stay or leave

o Analyze customer feedback to gain valuable insights and ensure that right person hear it.

LETS ANALYZE CUSTOMER FEEDBACK TO GAIN SOME USEFUL INSIGHTS

WHAT DATA WE HAVE?

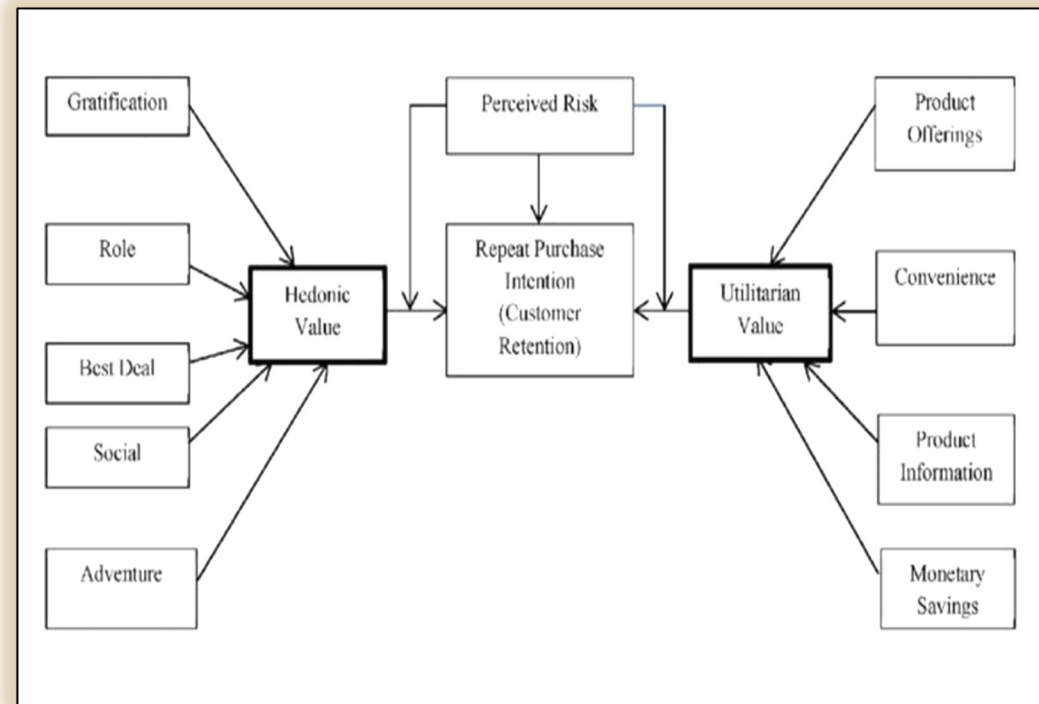## WE HAVE CUSTOMERS FEEDBACK FOR E-COMMERCE WEBSITES

> TOTAL 269 CUSTOMERS REPLY OVER 70 QUESTIONS EACH

SOME KEY POINTS TO RETAIN CUSTOMERS

▪ We will analyze our data

in accounts to these key points.

▪ Data is about to 5 Companies

1. Amazon
2. Flipkart
3. Myntra
4. Paytm
5. Snapdeal

HEDONIC VALUES

- Hedonic shopping value reflects the value received from the multisensory, fantasy and emotive aspects of the shopping experience

- Hedonic goods are multisensory and provide for experiential consumption, fun, pleasure, and excitement. It comes with good feeling.
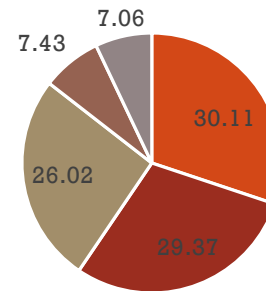
WHO IS OUR POTENTIAL CUSTOMER?

Gender

32.71
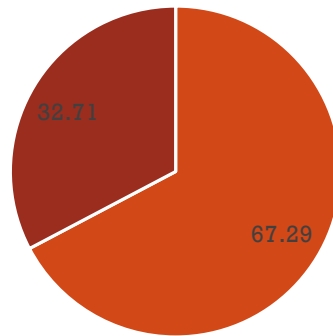
67.29

■ Female ■ Male ■ ■

> Females are the Potential customer 67.29%
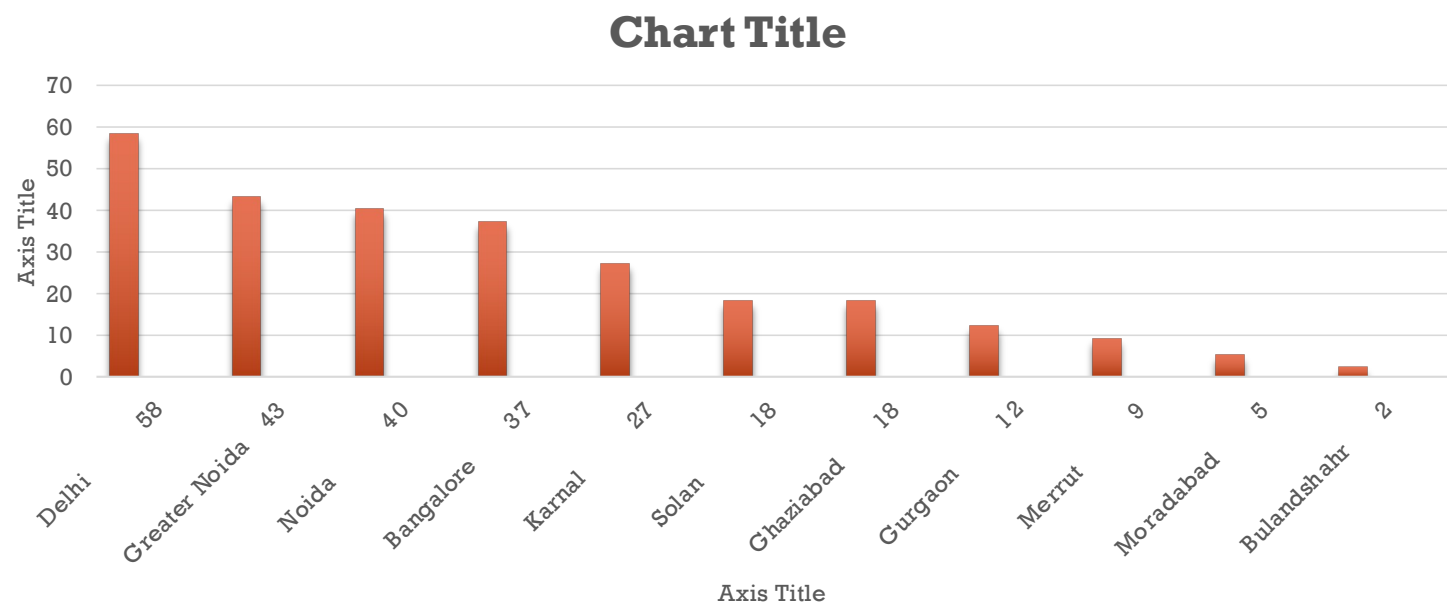
Age

7.06

7.43

30.11

26.02

29.37

■ 31 - 40 Years   ■ 21 - 30 Years
■ 41 - 50 Years   ■ Less Than 20 Years
■ 51 Years and above
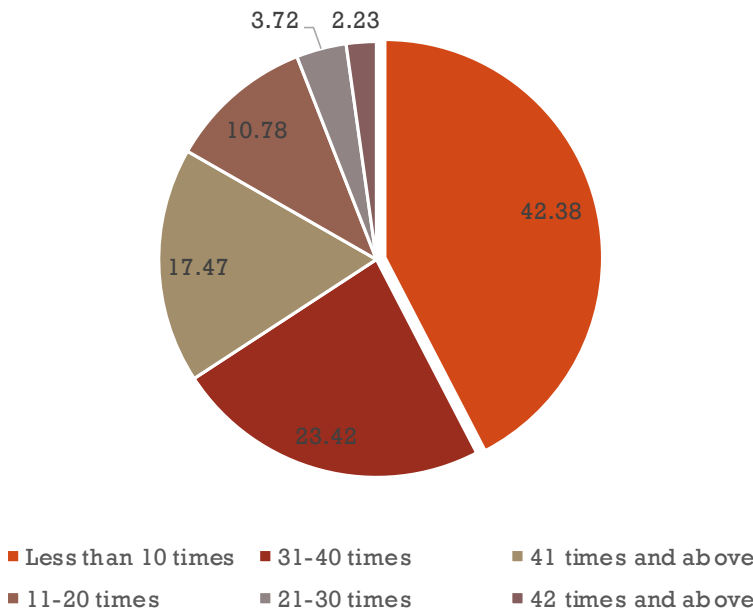
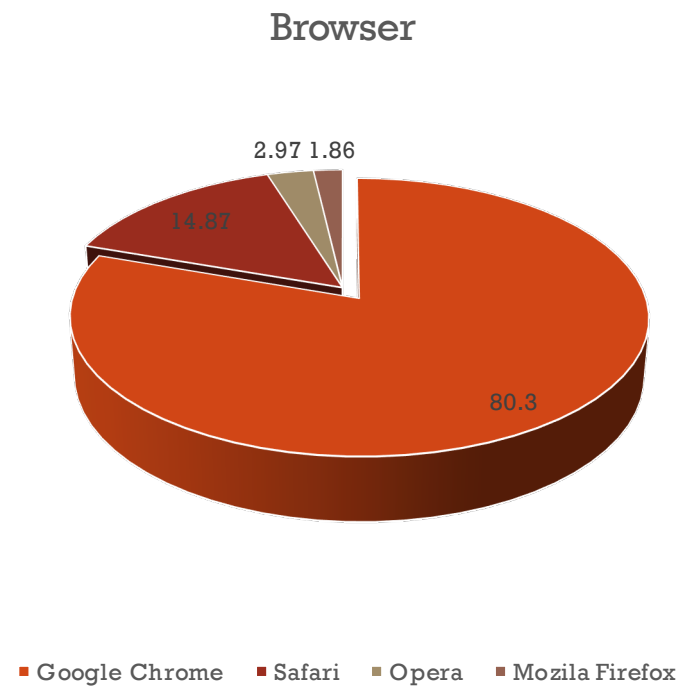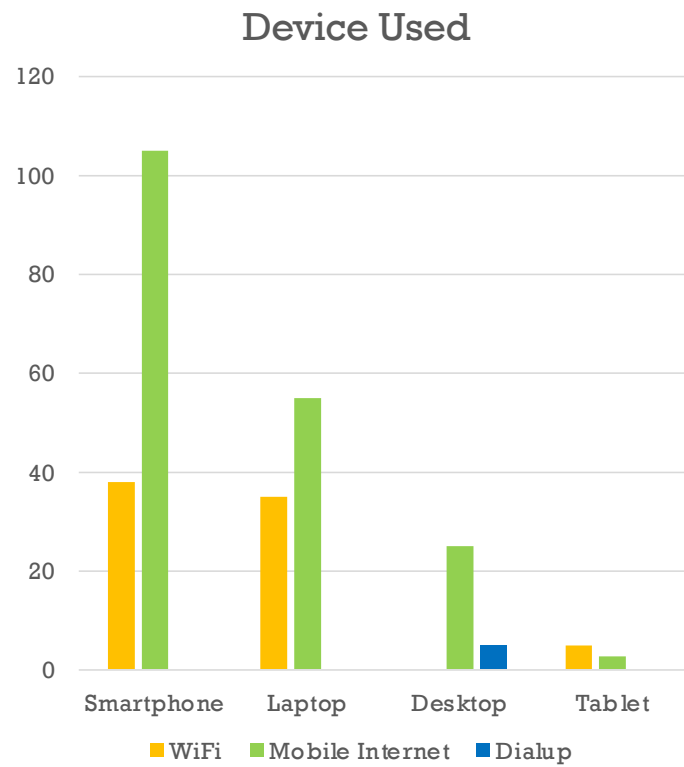21 – 50 Years are potential age who covers 85% sales
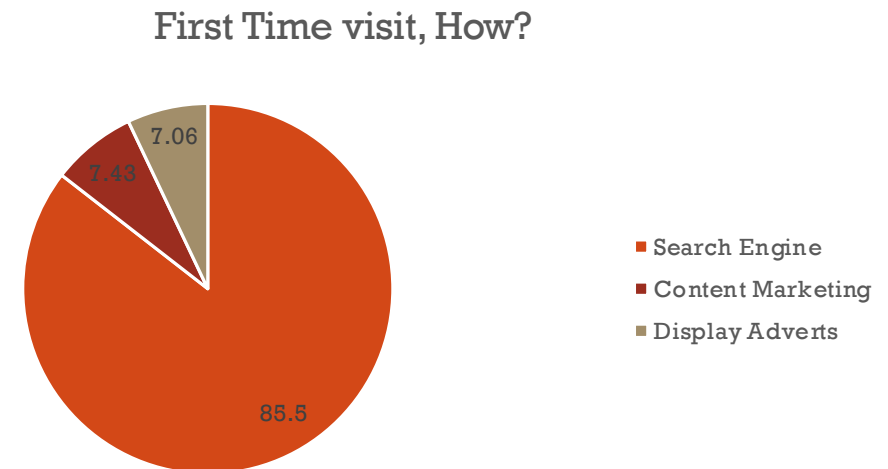
TOP 10 CITIES FOR E-COMMERCE

Chart Title

	58	43	40	37	27	18	18	12	9	5	2
	Delhi	Greater Noida	Noida	Bangalore	Karnal	Solan	Ghaziabad	Gurgaon	Merrut	Moradabad	Bulandshahr

Axis Title

Shopping Pattern

Since how long you are shopping online?

How many times you have made an online purchase in the past 1 year?

Bar chart values:
- Above 4 yrs: 98
- 2-3 Yrs: 65
- 3-4 Yrs: 47
- Less than 1: 43
- 1-2 Yrs: 16

Pie chart:
- Less than 10 times: 42.38
- 31-40 times: 23.42
- 41 times and above: 17.47
- 11-20 times: 10.78
- 21-30 times: 3.72
- 42 times and above: 2.23

HOW THEY DO SHOPPING?

Device Used

Legend: WiFi, Mobile Internet, Dialup

Categories: Smartphone, Laptop, Desktop, Tablet

Browser

2.97 1.86

14.87

80.3

Legend: Google Chrome, Safari, Opera, Mozila Firefox

HOW CUSTOMER REACHED TO ONLINE WEBSITE?

First time visit through

First Time visit, How?

- Search Engine
- Content Marketing
- Display Adverts

85.5

7.43

7.06
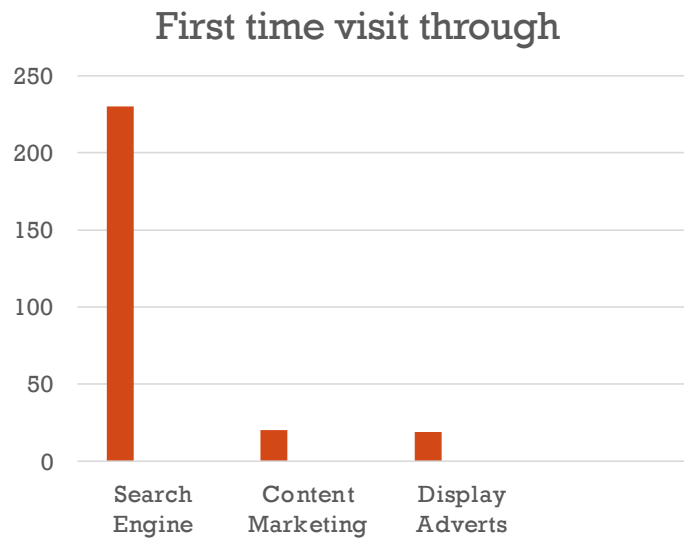
Customers are somehow know what they need so that they search on search engine like Google

CUSTOMER HABIT ON ECOMMERCE

How much time do you explore the e- retail store before making a purchase decision?
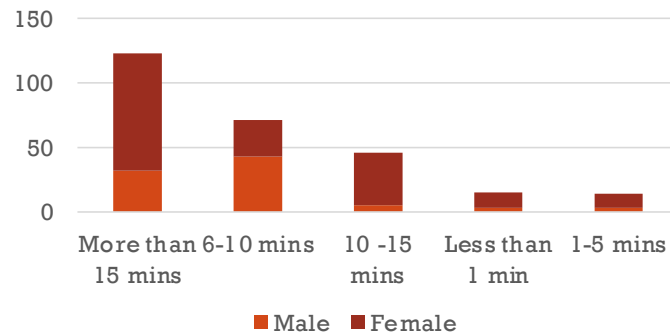
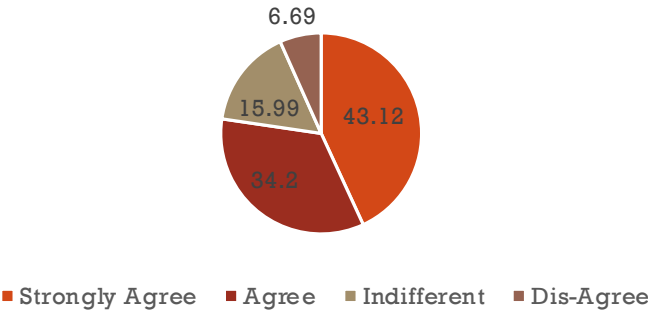**How frequently do you abandon your shopping cart?**
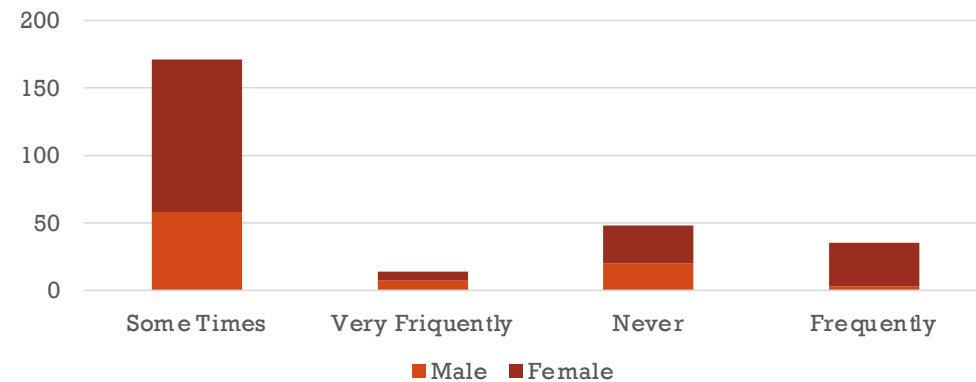
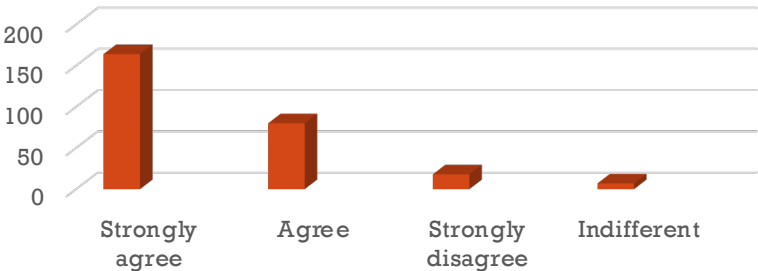Female spend more time on ecommerce websites and sometimes abandon the shopping cart
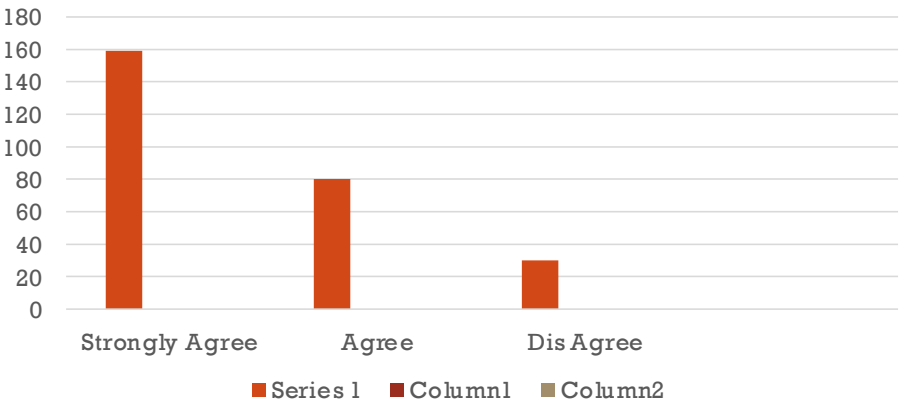
WEBSITE CONTENT

Recommendation is relevent

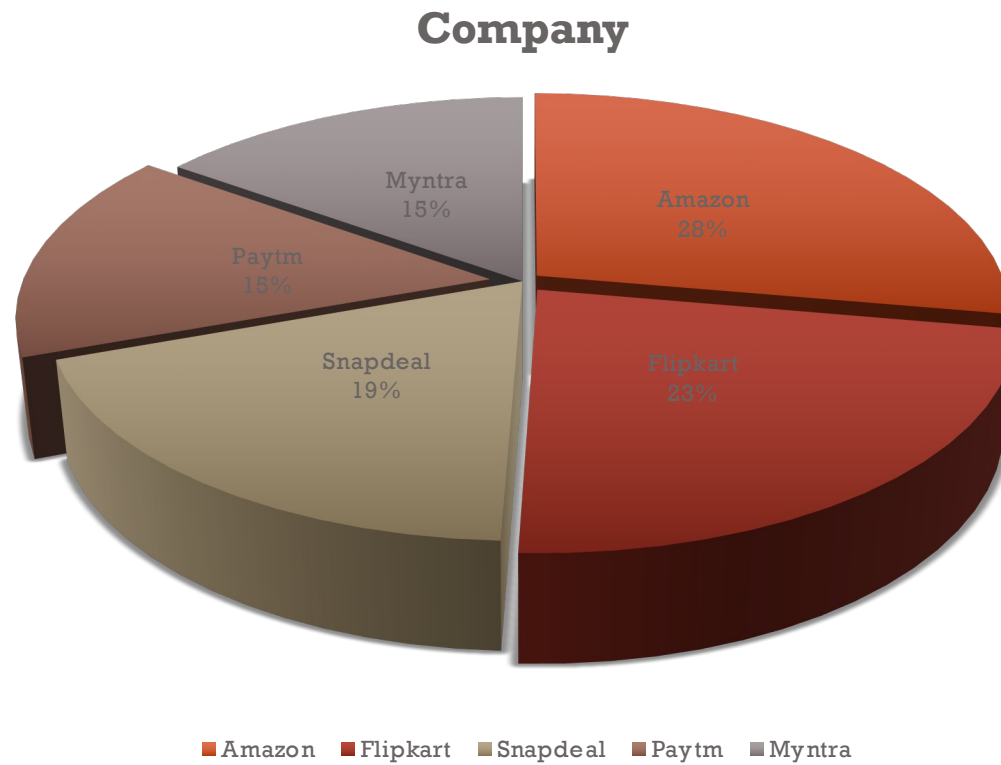- Strongly Agree
- Agree
- Indifferent
- Dis-Agree

43.12
34.2
15.99
6.69

- Strongly Agree
- Agree
- Strongly disagree
- Dis Agree
- Indifferent

70.26
16.72
6.69
4.4
18.5

The content on the website must be easy to read and understand

Convenient Payment methods

- Series 1
- Column1
- Column2
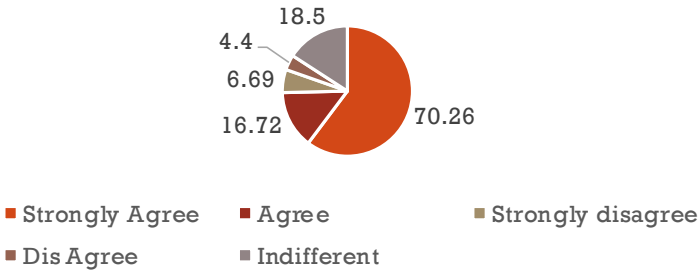
ONLINE RETAILER PREFERRED:

Company

Performance during promotion, sales period

Longer time to get logged in

- Amazon 32.37
- Flipkart 24.7
- Myntra 8.39
- Paytm 18.47
- Snapdeal 16.07
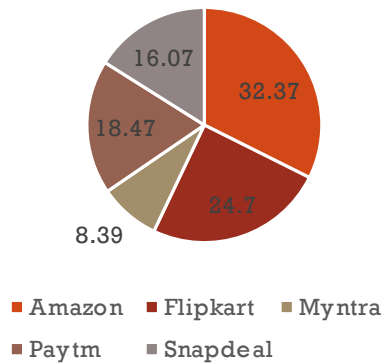
Longer time in displaying graphics and photos

- Amazon 30.43
- Flipkart 22.71
- Myntra 17.87
- Paytm 6.76
- Snapdeal 22.22
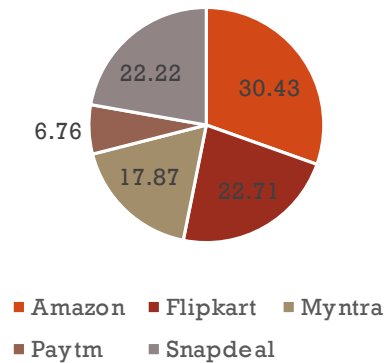
Late declaration of price

- 0
- Amazon 22.76
- Flipkart 17.48
- Myntra 30.49
- Paytm 29.27
- Snapdeal
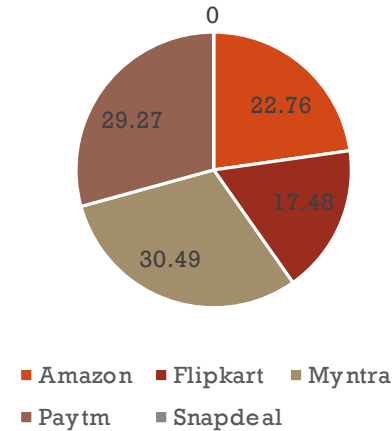
Longer page loading time

- Amazon 19.21
- Flipkart 17.23
- Myntra 19.21
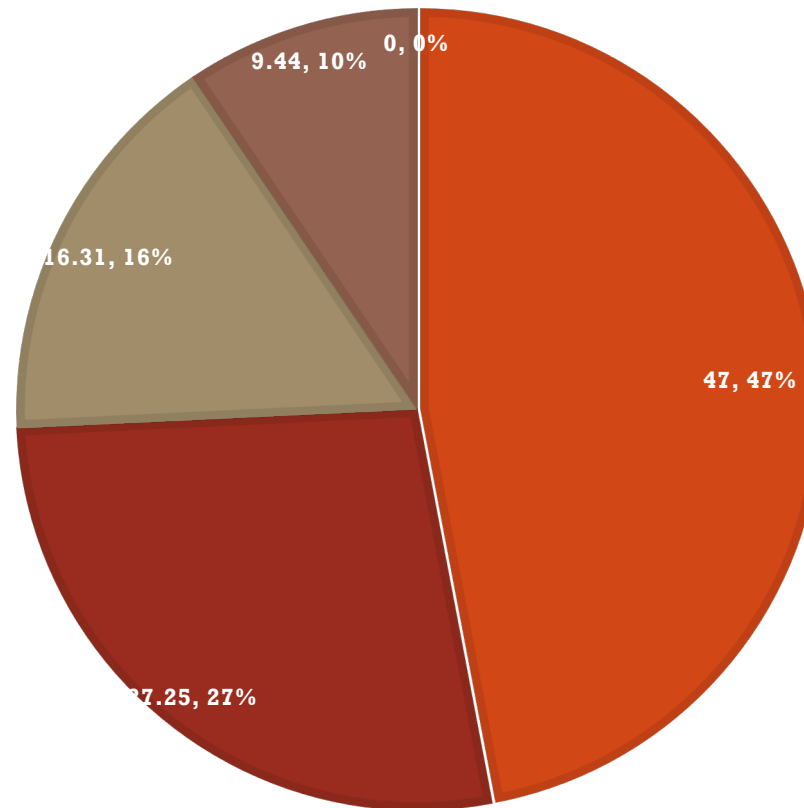- Paytm 26.55
- Snapdeal 17.8
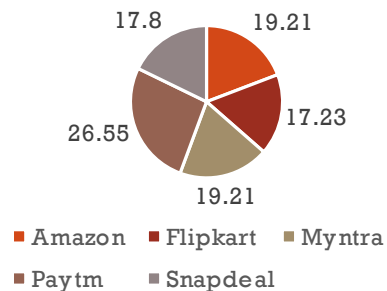
Conclusion:
1. However, Amazon is most favorite and popular website for ecommerce but during sales period time performance is not much good.

WHICH OF THE INDIAN ONLINE RETAILER WOULD YOU RECOMMEND TO A FRIEND?

Conclusion:

Clearly, Amazon is leading
In most of the categories to
Customers first recommendation.