



# CUSTOMER RETENTION STRATEGY

## GERMANY FRANCE SPAIN

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# GOALS AND OBJECTIVES

## Goals

Increasing loyalty of our customers in 3 European Countries

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## Objectives

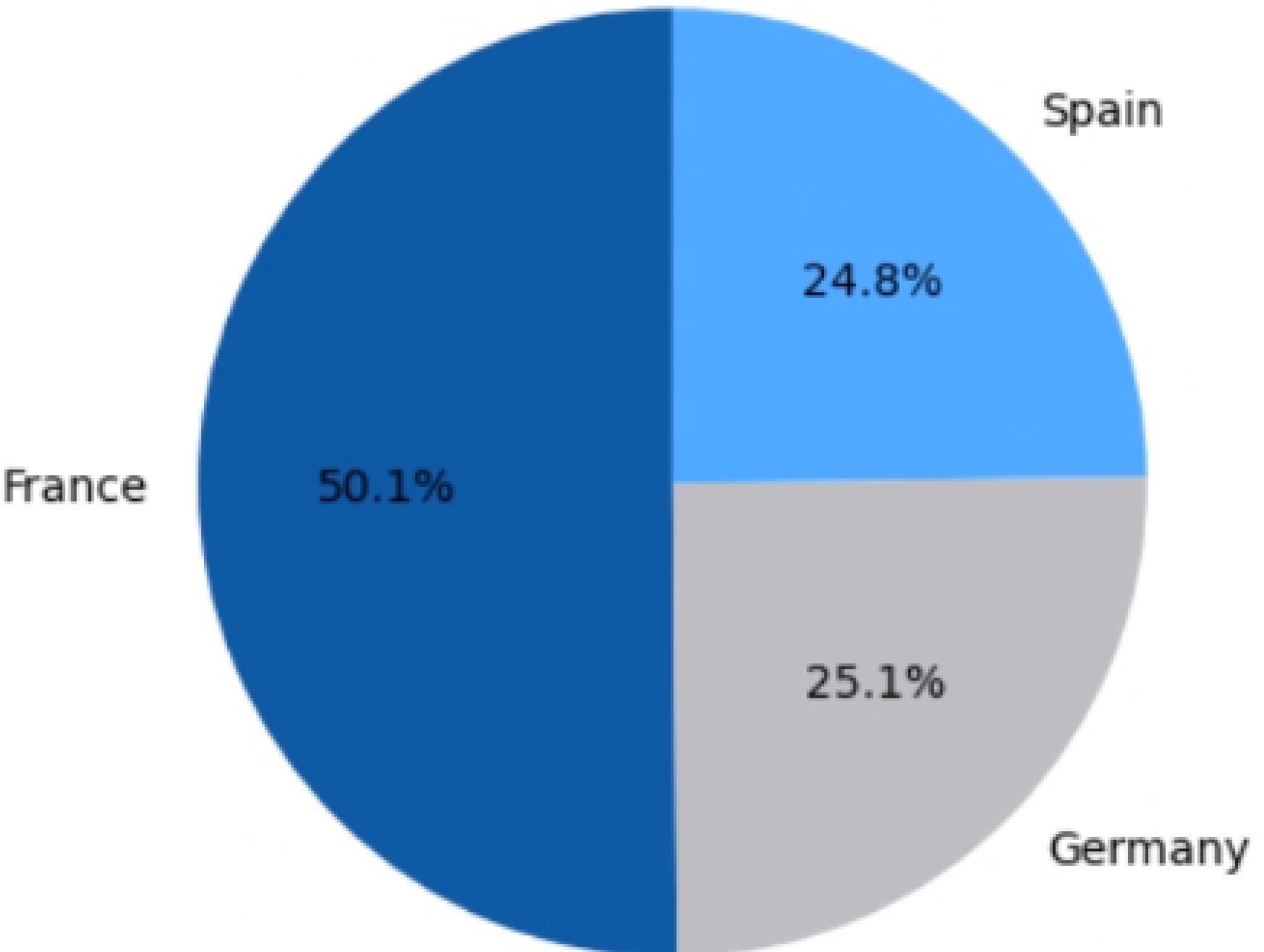
Increase customer retention and product's usage over the year

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# Customer's Distribution per Country

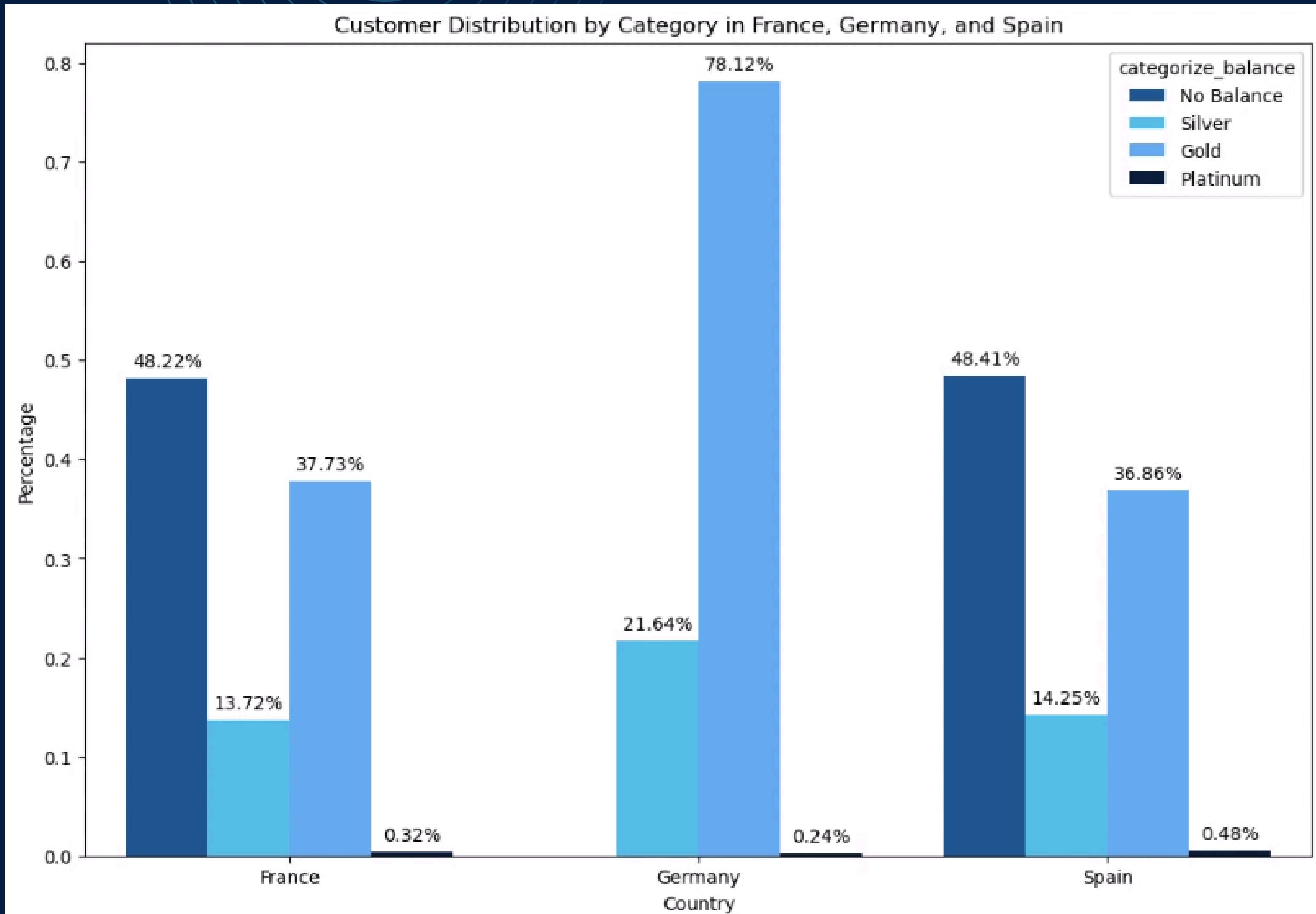
- The majority of the customers are in the French Market with the average tenure 5 years

Customer Distribution per Country



# Customer Segmentation

- France might have the biggest amount of customers, however the OEUR accounts are around 49% of them
- Germany has no customers with OEUR and the customers with the higher amount of bank deposits

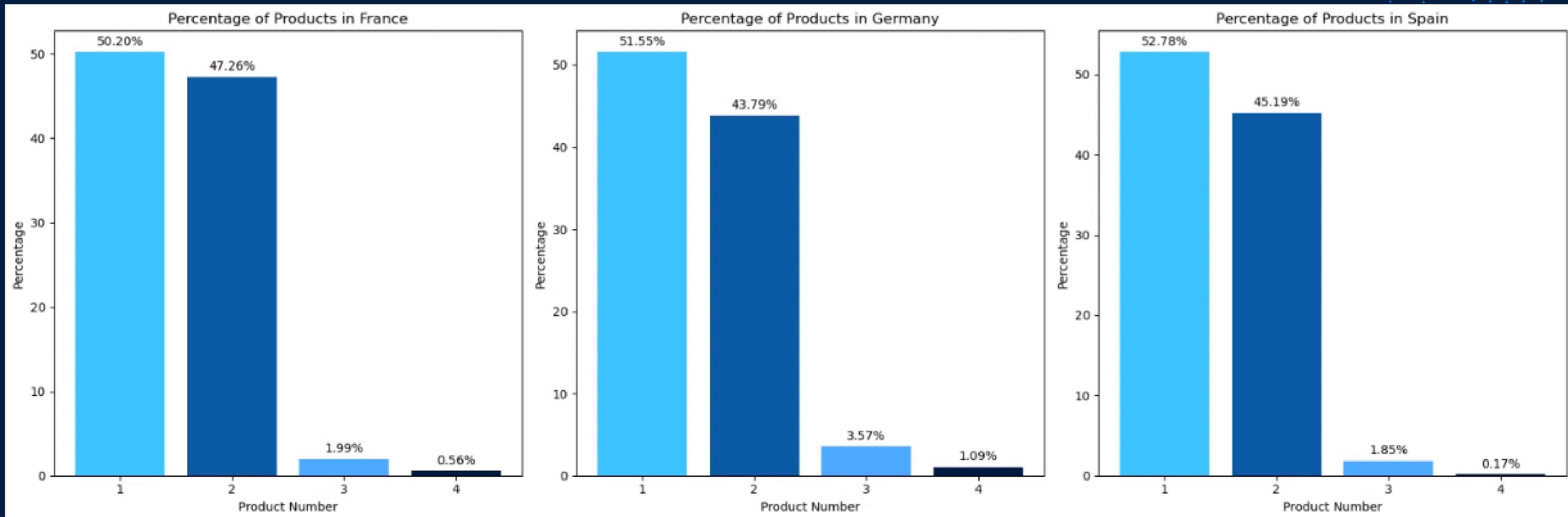


A photograph showing a man with glasses and a beard sitting in a white chair, looking down at a tablet he is holding. He is wearing a dark long-sleeved shirt and jeans. A woman is partially visible behind him, also seated. The background consists of grey tiles.

# LOYALTY OF CUSTOMERS

We examine brand loyalty based on the use of  
the bank's products

# New customers with less than 2 years



# LOYALTY OF CUSTOMERS IN GERMANY

**52%**



Clients using product 1

**29%**



Clients that have product 1+ 2  
and no credit card



# LOYALTY OF CUSTOMERS IN FRANCE

**50%**



Clients using product 1

**24%**



Clients that have product 1+ 2  
and are in our bank <2 years



# LOYALTY OF CUSTOMERS IN SPAIN

**53%**



Clients using product 1

**23%**



Clients that have product  
1+ 2 and are in our bank  
<2 years





# STRATEGY FOR THE NEXT Q



## Germany

Engage more with the customers using already 2 products and upsell product 3 + 4



## France

Upsell credit card to customers using product 1 + 2 in order to increase customers



## Spain

Upsell credit card to customers using product 1 + 2



# Thank's For Watching

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