

Collections & Retention Pulse — Sept 2025

Executive Summary

Revenue: £1.3M | AOV: £158 | Active (30D): 271
Late Settlements: 44.7% | Avg Days to Settle: 8.72
Cohort Retention (30D): 58.5% | Late Settlement £: £563.9K

Insights

- Late-settlement revenue is highest in key regions and concentrated in specific segments.
- Late Settlement % is elevated; average days to settle suggests room to tighten collections workflow.
- Retention is solid but not trending up — opportunity to boost returning-customer momentum.

Next Actions (30–60 days)

- 1) Collections focus: target top open balances in highest-impact regions/segments; sequence outreach.
- 2) Process: tighten invoicing/reminders around due date; review payment terms for late-prone products.
- 3) Growth: run win-back nudges to customers active 30–90 days ago; double down on best-performing channel.