

Retention Insight Leads Retailer to \$2M Increased Revenue



\$2M

INCREASED RECURRING REVENUE



395K

REPEAT CLIENTS GENERATED

78% Contribution to Change ⓘ



2,103 (82%) of 8,565 Sessions

Recurring Revenue performance was **3x better than expected** for **Customer Status: 1st Visit** and **Checkout Time: < 5 Minutes**



INSIGHT

First-time client experience on check-in and check-out dramatically influences the likelihood of a second visit.

CHALLENGE

A popular spa chain had a steady existing client base but was struggling to convert new clients into repeat customers. They needed deeper analysis to pinpoint which step in the first-time customer experience was causing the most turnover.

ANALYSIS

Unsupervised's AI uncovered specific insights pointing to a 3% difference in the likelihood of a second visit from new clients due to staff friendliness, a 2% difference in check-out speed, and a 3% difference in check-in speed.

ACTION

Based on the insights provided by Unsupervised, the retail staff focused on providing a streamlined check-in and check-out process for new guests that is both fast and friendly. They also began testing a process that allowed guests to check in without going through the front desk.

Receptionists also began offering sample products at check out to enhance the customer experience and increase product upsell opportunities.

VALUE

After improving the speed and quality of the check-in and check-out process for new guests, the spa retailer increased its repeat client base by 395K and uncovered more than \$2M in recurring revenue opportunities.