Lost customer analysis

Load the six customers whose loss or reduction in spend have cost you the most, then complete the analysis.

Summarise the most important learning points and actions to result in the final box.

Customer 1:

Lost or losing them to...

Why?

What it will take to get them back:

Customer 2:

Lost or losing them to...

Why?

What it will take to get them back:

Customer 3:

Lost or losing them to...

Why?

What it will take to get them back:

Customer 4:

Lost or losing them to...

Why?

What it will take to get them back:

Customer 5:

Lost or losing them to...

Why?

What it will take to get them back:

Customer 6:

Lost or losing them to...

Why?

What it will take to get them back:

Three key learning points and actions needed as a result of this:

That

That

That

We need to

We need to

We need to