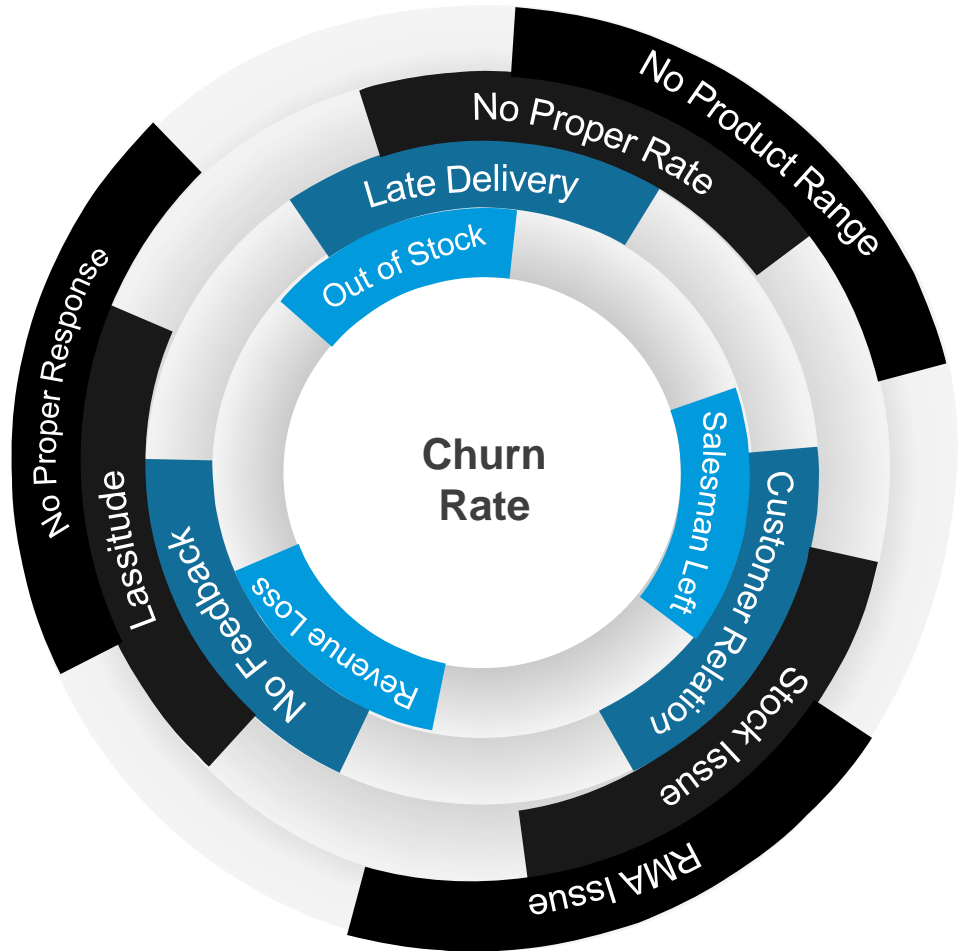


# Customer Turnover



## What is Customer Churn?

Customer churn occurs when customers stop doing business with a company and a bad churn rate can be very damaging to revenue and profitability of your business.

# The 100% solution

GridsonLAB develop the program to prevent customer churning. This Programs alerts you about customer churning. Best to talk customer over the phone, collect customer's feedback, send attractive offers. It's a great way to show you really care. Call and ask them why they left. Most likely, you'll get a useful answer, or at least a hint you can work with.



## Customer Relationship

Reaching out to your customers and consistently reminding them of your brand is another way to stop customer turnover.

## Offers & Scheme

Reach out with special offers, extra benefits, useful content, new products, or an occasional thank you email.

## Feedback

Keep all of your communication channels open and ensure your customers know where to go if they need help.


## Customer Retention

Retaining existing customers is cheaper than obtaining new customers.

SALES ORDER

PURCHASE

PURCHASE ORDER



Sales & Marketing

|                   |     |
|-------------------|-----|
| Customer Turnover | : 4 |
| Delivery Challan  | : 5 |
| GDN               | : 2 |
| POS Order Ticket  | : 3 |
| Sales Order       | : 1 |

Dashboard alert, exhibit instantly of churning customers

Total customer turnover, alert you revenue lost by churning customers

Menu Demo Company (F.Y.:2020-21) Customer Turnover

Filter Applied

Overview

Total Customer Turnover : 4

Total Due Balance : 9,33,904

Total Revenue Lost : 42.12%

| S/N | Customer Name  | Salesman    | Introduced Date | Customer Turnover Date | Sale Achieved |
|-----|--|-------------|-----------------|------------------------|---------------|
| 1)  | <a href="#">Sigma Customer : SCI - Indore</a>              | Mobile No.: | 01-04-2018      | 22-10-2019             | 50,000        |
|     | Owner :  |             |                 | Inactive from 273 Days |               |
|     | Contact :  |             |                 |                        |               |
|     | Alternate No. :  |             |                 |                        |               |
|     | Email :  |             |                 |                        |               |
| 2)  | <a href="#">Ramesh Industry (Baranagar) : RI(K- ... ..</a> |             | 01-04-2018      | 26-10-2019             | 1,22,800      |

Customer Turnover

Change Option Export Exit

| Introduced Date | Customer Turnover Date               | Sale Achieved | Customer Rating        | Sales Contributions | Payment Rating | Ledger Balance                           |
|-----------------|--------------------------------------|---------------|------------------------|---------------------|----------------|--|
| 4-2018          | 22-10-2019<br>Inactive from 273 Days | 50,000        | Loyal Customer<br>★★★★ | 30.72% in 570 Days  | Prompt<br>★★★★ | No any dues.<br>Action                   |
| 4-2018          | 26-10-2019<br>Inactive from 269 Days | 1,22,800      | Loyal Customer<br>★★★★ | 43% in 574 Days     | Poor<br>★☆☆☆   | Dr 2,31,904<br>Due By 259 Days<br>Action |

Customers follow-up, collect feedback, send offers to retain turnover customers

# THANKS!

Developed by  
**GRIDSONLAB**

**Any questions?**

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