

Aveda Client Retention By Staff for January 2008 to April 2008

Run For: 4/1/2008

Staff Member [REDACTED]

Retention for All Clients

	Jan 2008	Feb 2008	Mar 2008	Apr 2008
# Service Clients	107			
# Returning in Jan 2008 (~< 30 Days)	6			
# Returning in Feb 2008 (~< 60 Days)		28		
# Returning in Mar 2008 (~< 90 Days)			37	
# Returning in Apr 2008 (~< 120 Days)				11
Cumulative # Returning	6	34	71	82
All Client Retention				77%

Retention for New Clients

	Jan 2008	Feb 2008	Mar 2008	Apr 2008
# Service Clients	3			
# Returning in Jan 2008 (~< 30 Days)	0			
# Returning in Feb 2008 (~< 60 Days)		1		
# Returning in Mar 2008 (~< 90 Days)			0	
# Returning in Apr 2008 (~< 120 Days)				1
Cumulative # Returning	0	1	1	2
New Client Retention				67%

Retention for Existing Clients

	Jan 2008	Feb 2008	Mar 2008	Apr 2008
# Service Clients	104			
# Returning in Jan 2008 (~< 30 Days)	6			
# Returning in Feb 2008 (~< 60 Days)		27		
# Returning in Mar 2008 (~< 90 Days)			37	
# Returning in Apr 2008 (~< 120 Days)				10
Cumulative # Returning	6	33	70	80
Existing Client Retention				77%