

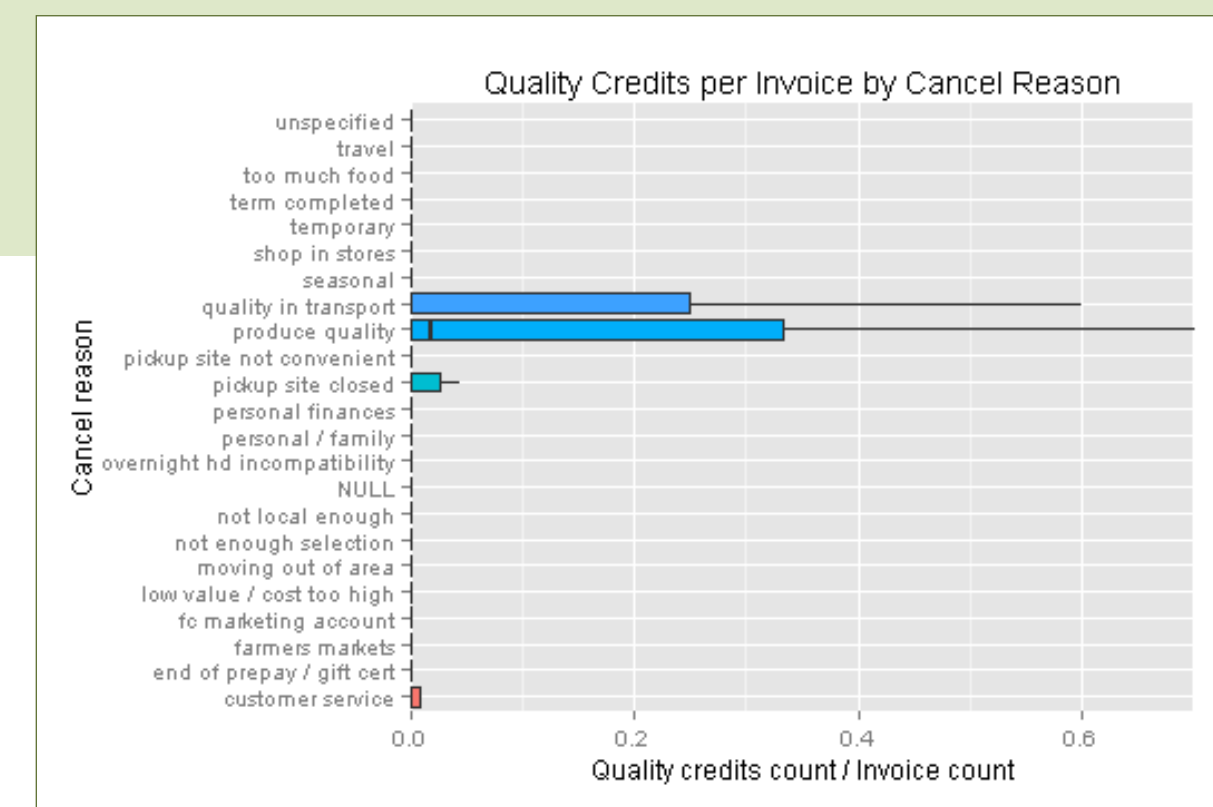
How Full Circle Can Improve Customer Retention

Why do customers cancel?

33% of former customers indicate the box contents were not local enough.

"I liked it's a local business; I loved that part. But the produce wasn't always local."

Local

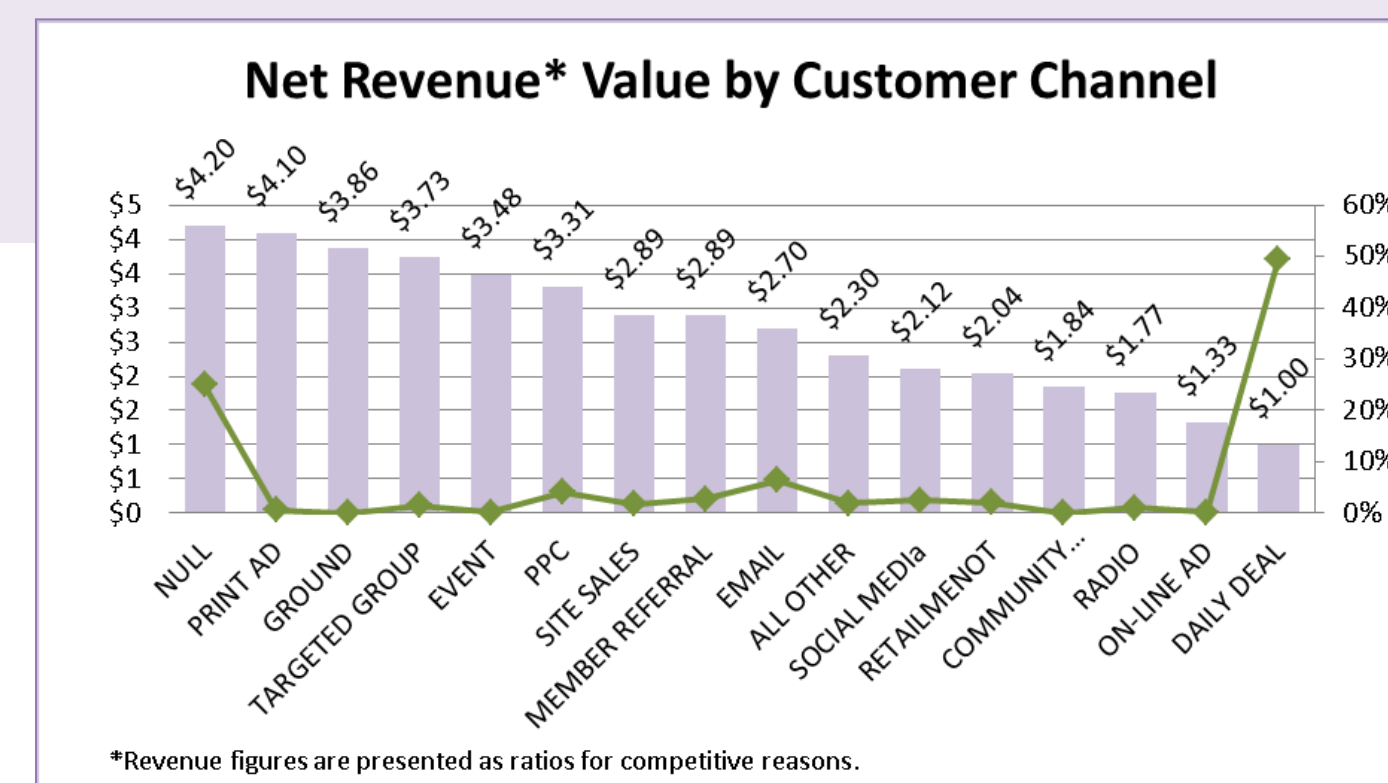


5.8% of members cited quality as their reason for cancelling.

"Quality was not great. Problems were always addressed, but often it wasn't worth the hassle to complain and they kept recurring."

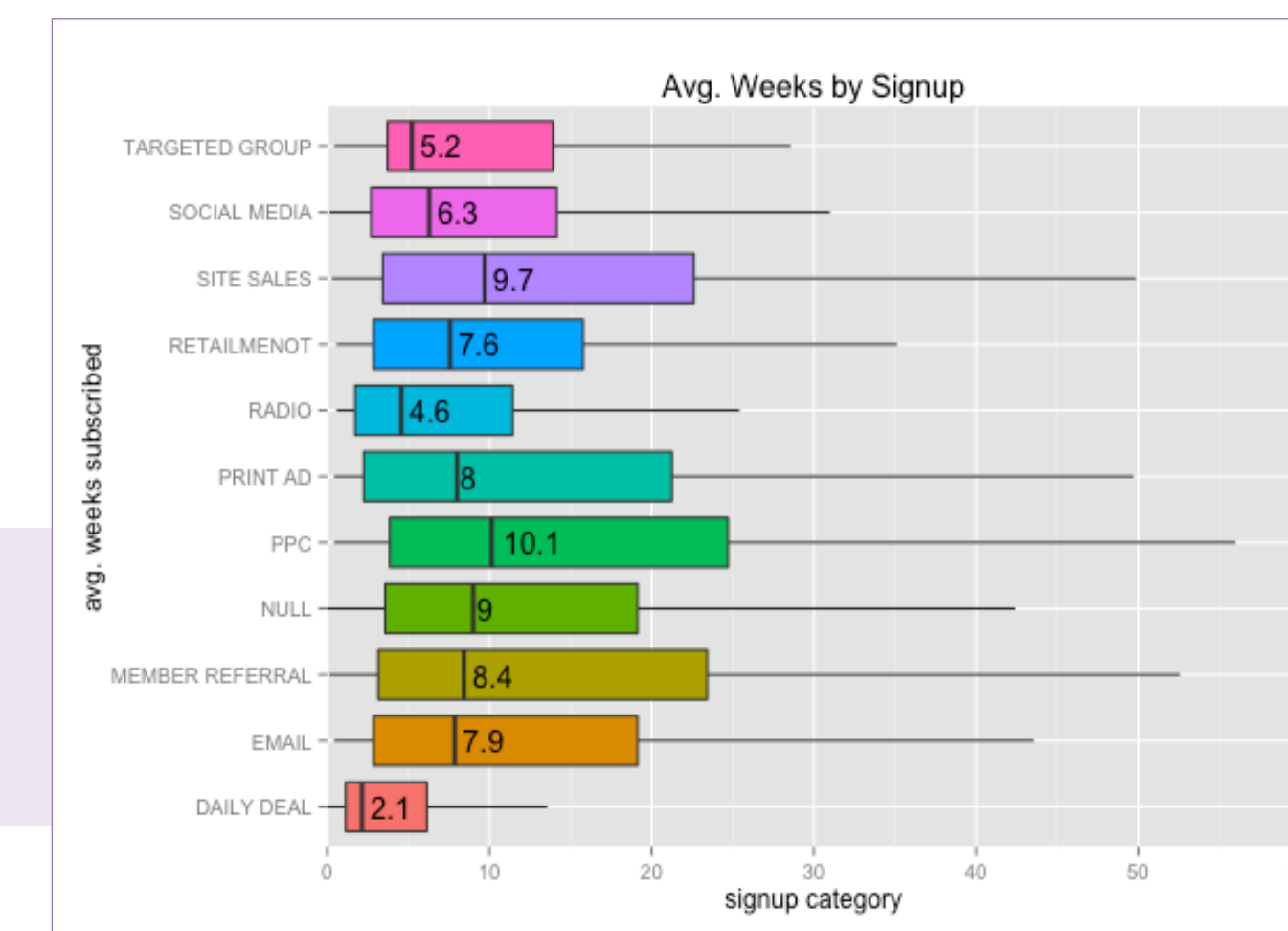
Quality

Sign Up Channel



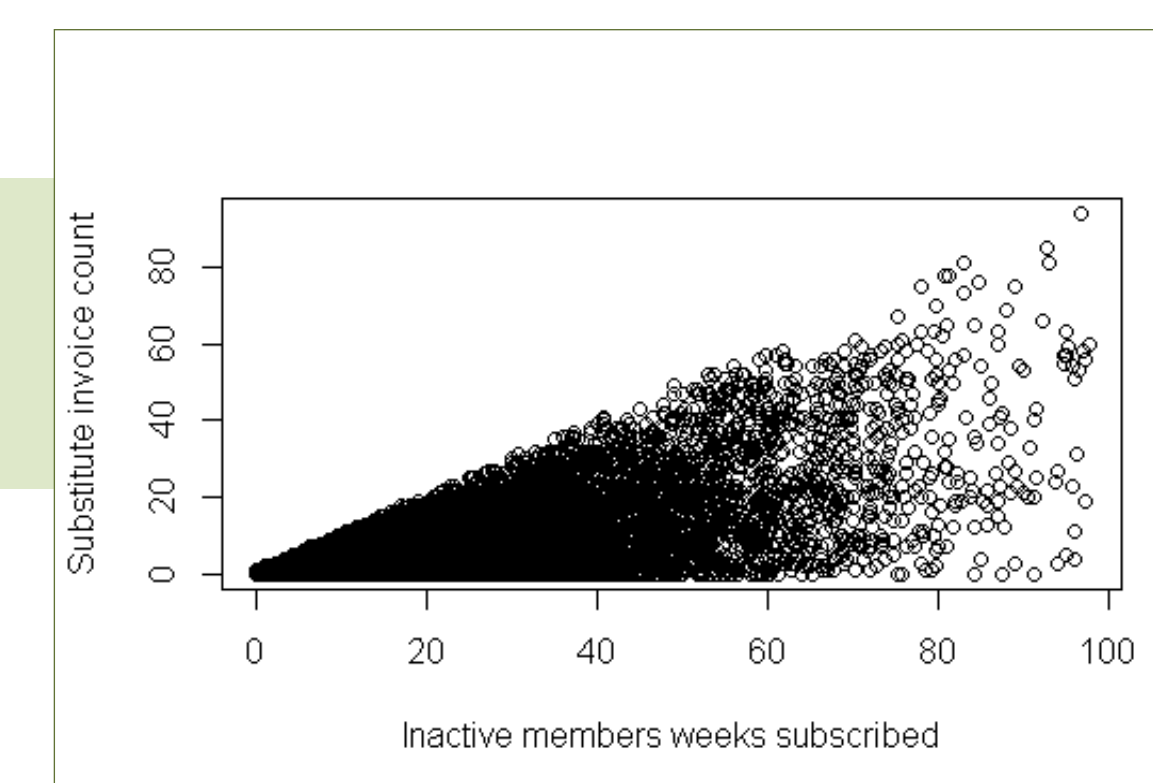
49% of customers indicated their box didn't contain the types of food they wanted.

"I had to curate my box every week to adjust for foods I didn't want based on taste."



Customizations

Price



78% of customers indicate price is a factor for leaving, a higher percentage than any other factor. However, prices are comparable to competitors, and analysis suggests cost-conscious customers are not a good investment.

Recommendations

Commit to Local
Provide a "local only" box offering.

Leverage Service Metrics
Give customer service agents the ability to monitor quality credits-to-invoice ratio. Give special attention to customers who receive a quality credit within their first three weeks.

Maximize Channel ROI
Focus on PPC, referrals and print. Reconsider "Daily Deals".

Anticipate Customer Needs
Develop a machine learning model for personalization.

Emphasize Value of Organics
Customers will pay for what they perceive as valuable. Emphasize the value of buying local, organic food.



Mining customer data to discover metrics that matter.