

Customer Retention Awareness Test

How Well Do You Know Your Customer Loyalty?

Circle your answers to the questions below, then tabulate the results.

1. How many customers did your agency replace last year?
(a) I know (b) I'm not sure (c) I don't know
2. How much did it cost to replace the profit from the customers you lost last year?
(a) I know (b) I'm not sure (c) I don't know
3. Do you have a formal customer retention program in place?
(a) Yes (b) Probably (c) No
4. How many of your agency's customers have done business with you for less than five years?
(a) Many (b) Some (c) None
5. What percentage of your agency's customers have done business with you for less than five years?
(a) I know (b) I'm not sure (c) I don't know

SCORING: Give yourself . . .

5 points for every (a): _____

3 points for every (b): _____

0 points for every (c): _____

TOTAL: _____

SCORE

19 to 25	Excellent
12 to 18	Fair
6 to 11	Poor
0 to 5	Precarious

Adapted from "Test Your Customer Retention Awareness" by The Michaelson Company (<http://www.increase-loyalty.com>)
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