

NON RETURNING CLIENTS

Tools > Reports > Clients > Non Returning Clients From Date Range

The Non Returning Clients From Date Range report displays a list of clients who visited your business within the selected date range and have not returned since. Phone numbers are also displayed for non returning clients so that you can easily contact them if you wish to. At the end of the report you can view the number and percentage of returning clients, the number of clients who didn't return and the number of unique clients. You can also choose to view the report based on whether clients returned to the same employee by changing the setting in your miscellaneous report options. For this report, we recommend selecting a start date 6 months prior to the current date and an end date 8 weeks prior to the current date. However, you can adjust this date range to suit what is considered non returning for your business.

CLIENT NAME

The name of the non returning client.

TOTAL UNIQUE CLIENTS

The number of individual unique clients that visited during the selected date range.

PERCENTAGE RETURNED

The percentage of total clients that visited during the selected date range and have returned to the business since the end of that date range.

Non Returning Clients from a Date Range

From Thursday, 22 December, 2016
To Thursday, 23 March, 2017
Time Period 92 Days (13.1 Weeks)



Client Name	Work	Home	Mobile
Chris Adams			0455 000 555
Christine Austin			0499119192
Sally Bentley			0455333222
Jo Burgess			0412226553
Carolyn Burrel			0455 666 222
Hailey Cooper			0411131112
Britney Curtis			0412344444
Katrina Douglas			0466777115
Mariana Douglas			0499332114
Andrew Fitzpatrick			0411111444
Clarissa Fletcher	●		0499116116
Georgia Harvey			0466 222 626
Kassandra Haywood			0433555553
Brooke James			0477 999 333
James King			0433 444 343
Garry Lang		3334 4443 ●	0411 333 737
Sandy Lowes			0433513553
Brooke Morkham-gordon			0488 884 448
Greg Nelson			0477 227 772
Quinn Parker			0466 555 222
Casey Payne			0488 777 222
Elouise Penn			0499 111 991
Ebony Phillips			0466 111 666
Cameron Porter			0433 666 112
Viktor Reed			0433 535 353
Giselle Sims			0455 222 101
Harriet Sparks			0455 333 212
Penelope Stanley			0411223445
Zoe Stevenson			0477 000 555
Claire Stewart			0410141040
Emma Thomas			0422 666 777
Crystal Walker			0433991191
Isabelle Watson			

Note - Only clients that had services in the selected period and have not returned will be listed above

Total Unique Clients	42
Did Not Return	33
Returned	9
Percentage Returned	21.4%

WORK
The client's work phone number.

HOME
The client's home phone number.

MOBILE
The client's mobile phone number.

DID NOT RETURN
The number of clients that visited during the selected date range and have not yet returned.

RETURNED
The number of clients that visited during the selected date range and have returned to the business.