

# Presentation to ABO Marketing and Development Managers

**Katy Raines**  
**Director**

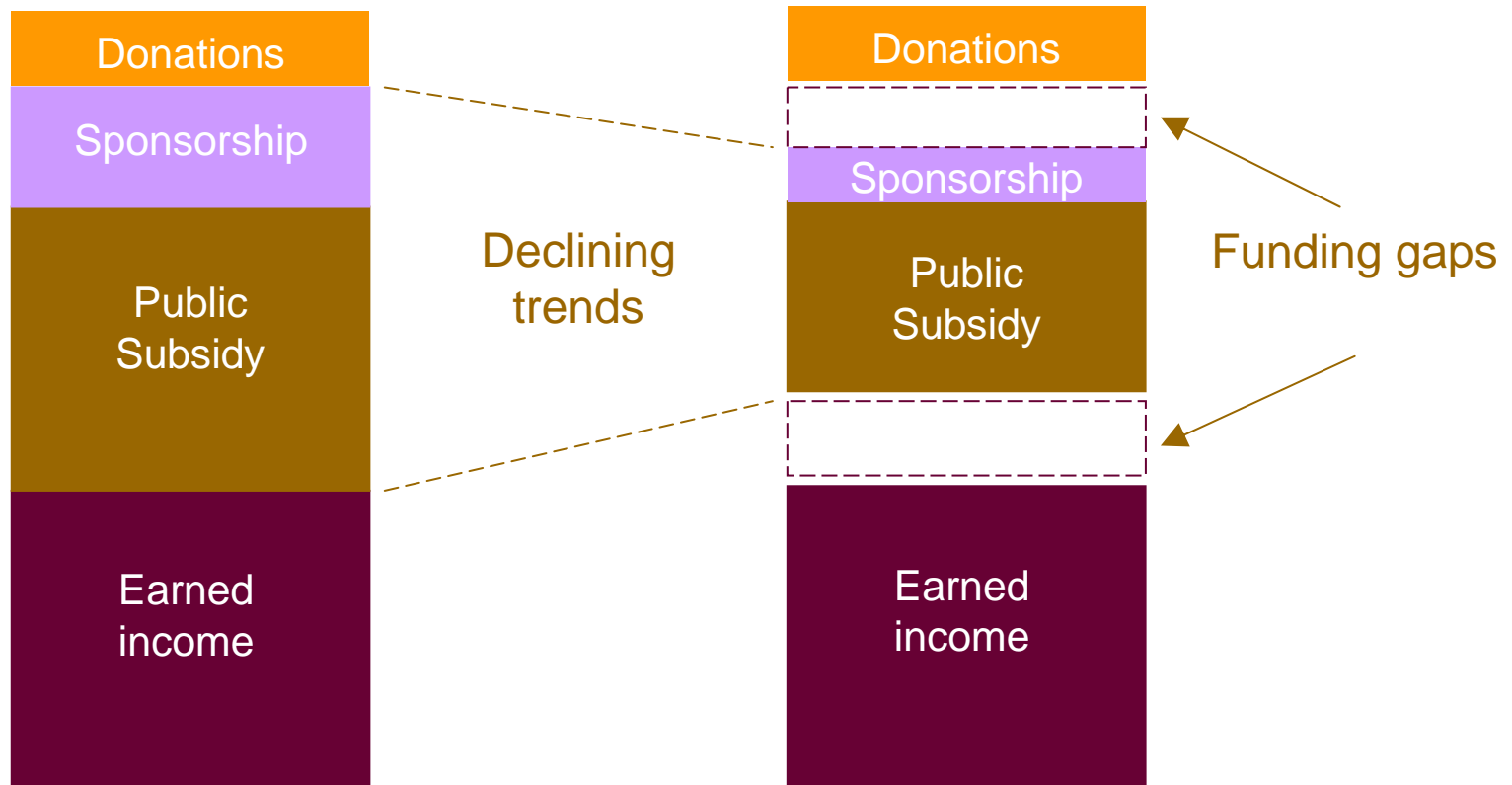
**dixonraines**  
UNLOCKING  
CUSTOMER VALUE



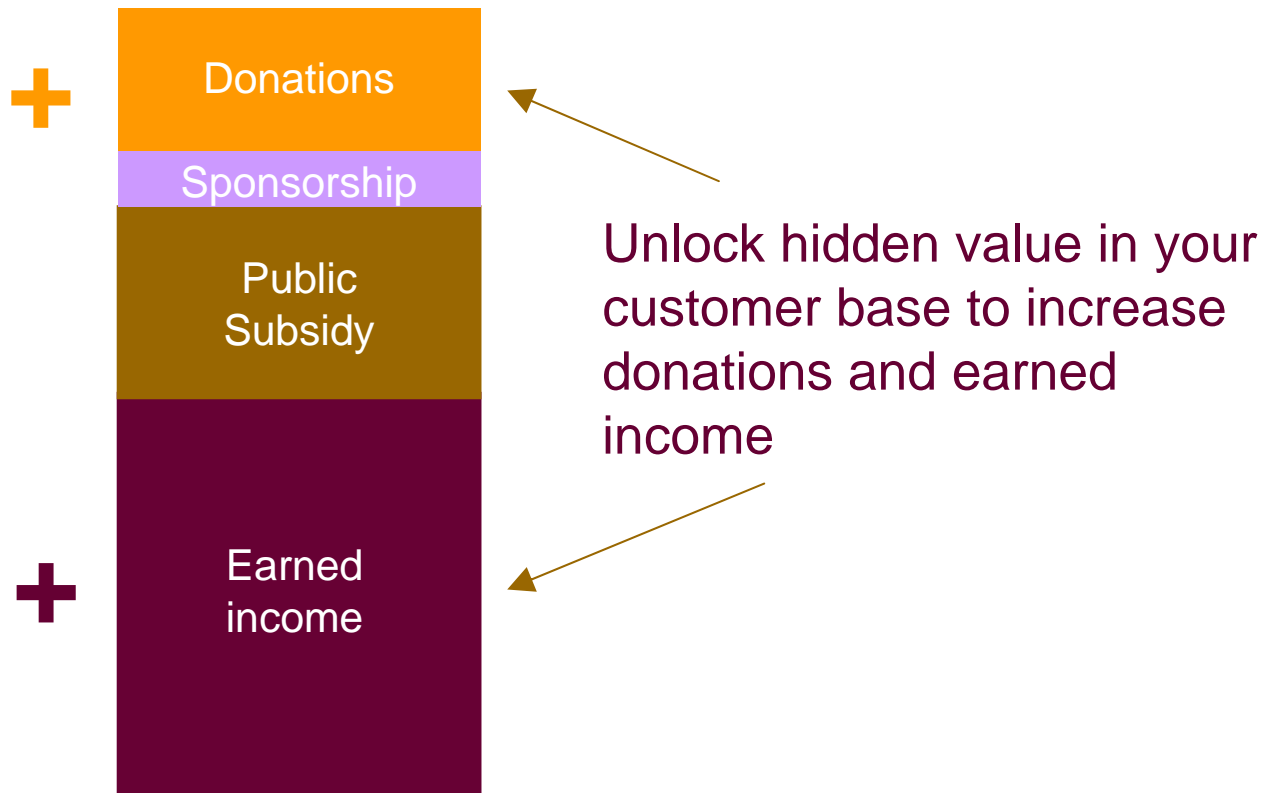
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Audience Loyalty Healthcheck™

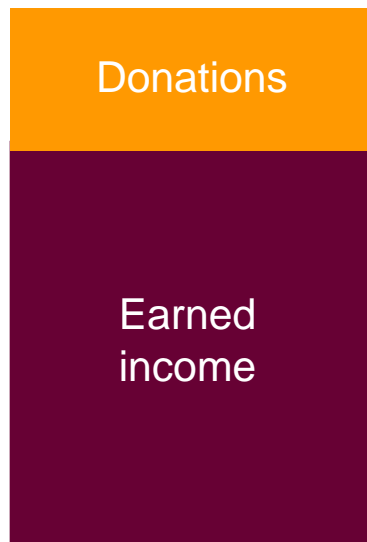
# Arts funding model



# The need for a revised model?



# CRM



## Customer Relationship Management

Retained  
customers

Frequent customers



= More profitable customers

# Audience Loyalty

Retained  
customers

Frequent customers



= More profitable customers

**Audience  
Loyalty**



= **Greater income**

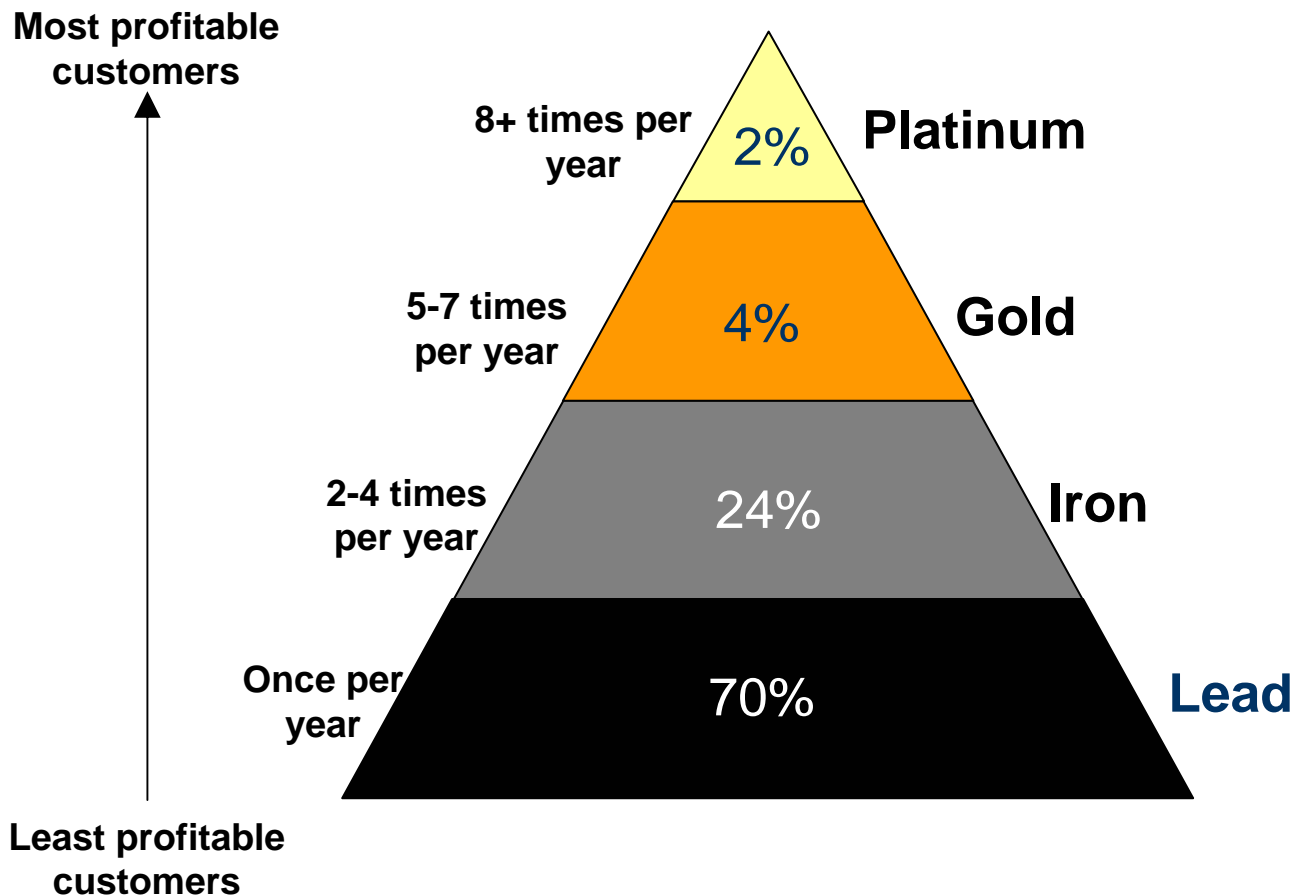
# Customer Retention is poor

- Current UK Benchmark in the Arts is less than 30%(75% commercial sector)
- Losing almost 2/3 audience annually

# The impact of poor retention

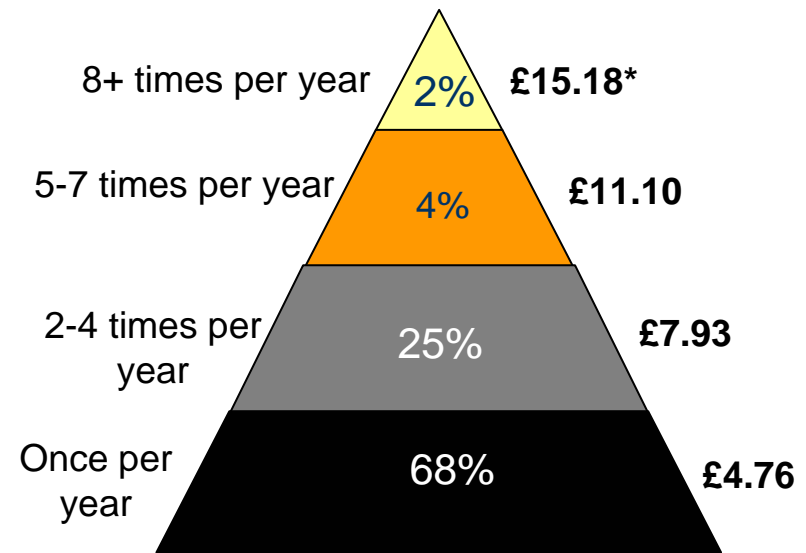
	rate	yr1	yr 2	yr 3	yr 4	yr 5
Commercial average	75%	75%	56%	42%	24%	10%
Arts Average (UK)	30%	30%	9%	3%	1%	0%

# Customer Frequency is poor

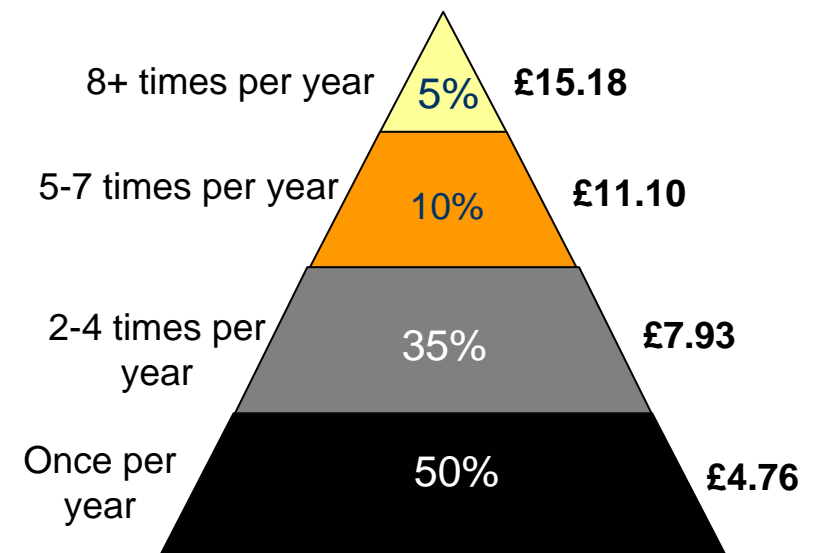


# The impact of improved frequency

Typical theatre



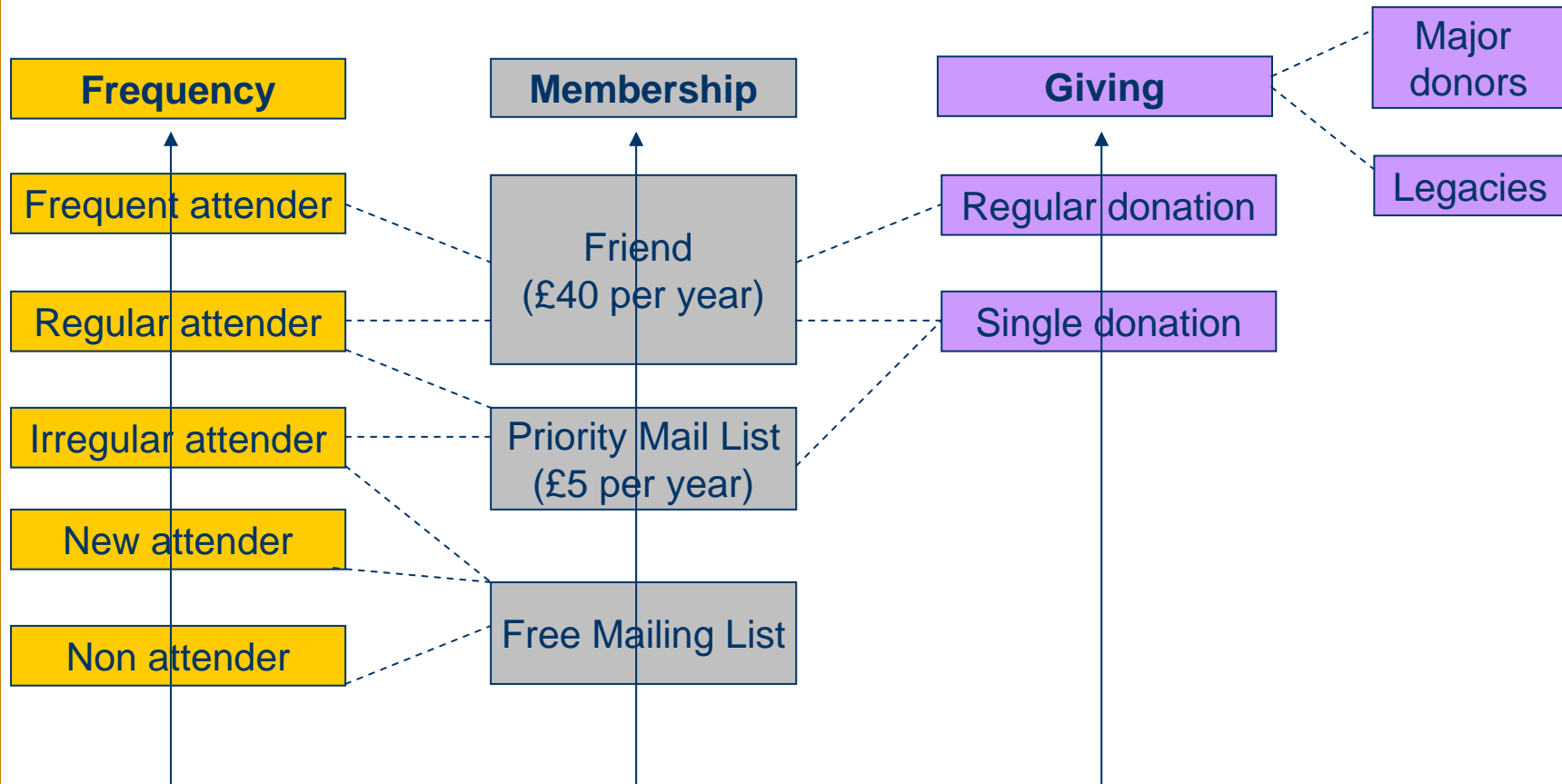
CRM-led theatre



**+ £50,000**

\*amounts based on results of typical large scale theatre with 50,000 active bookers

# A 'joined-up' approach



# Audience Loyalty

Retained  
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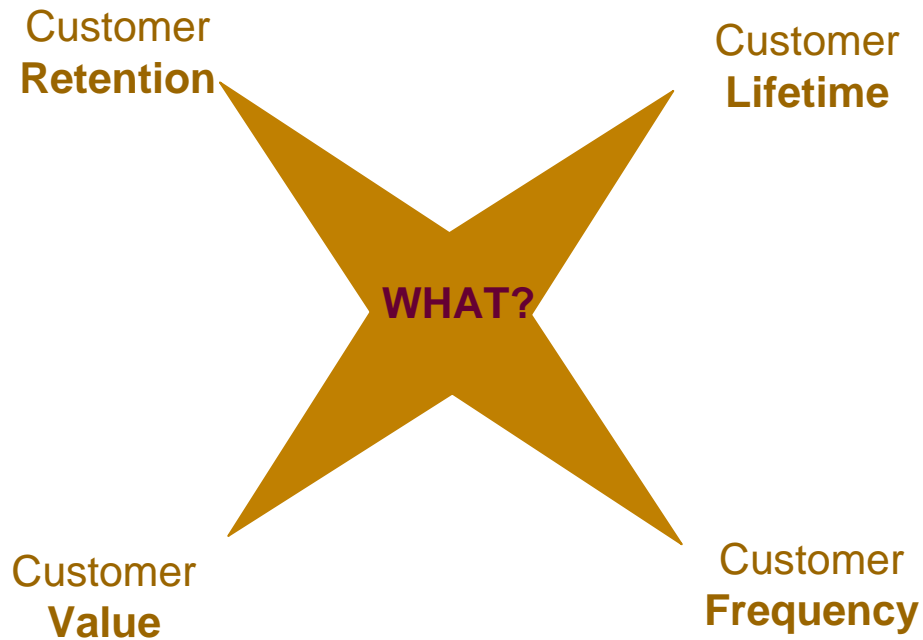
Audience Loyalty Healthcheck™



**What?**

**Why?**

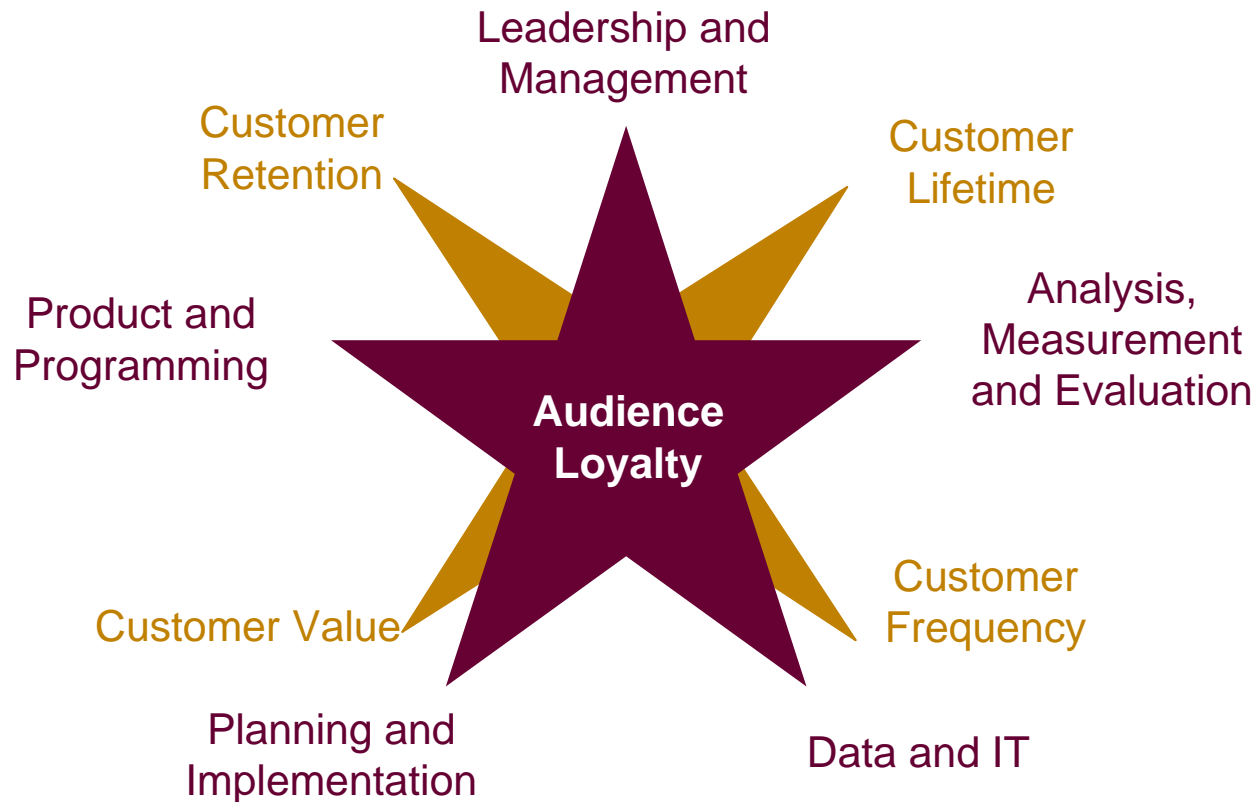
# What is going on? - DATA



# Why is it happening? - PROCESS



# A Complete picture



# DixonRaines Healthcheck™

- Each Healthcheck shows:
  - Your organisational performance, in a number of key areas, showing relative strengths and weaknesses
  - Your performance benchmarked against other arts organisations, showing comparative strengths and weaknesses
  - Clear recommendations for future action

# Example results - Data

**Customer  
Retention**

35%

**Customer  
Frequency**

2.4 visits

**Audience  
Loyalty**

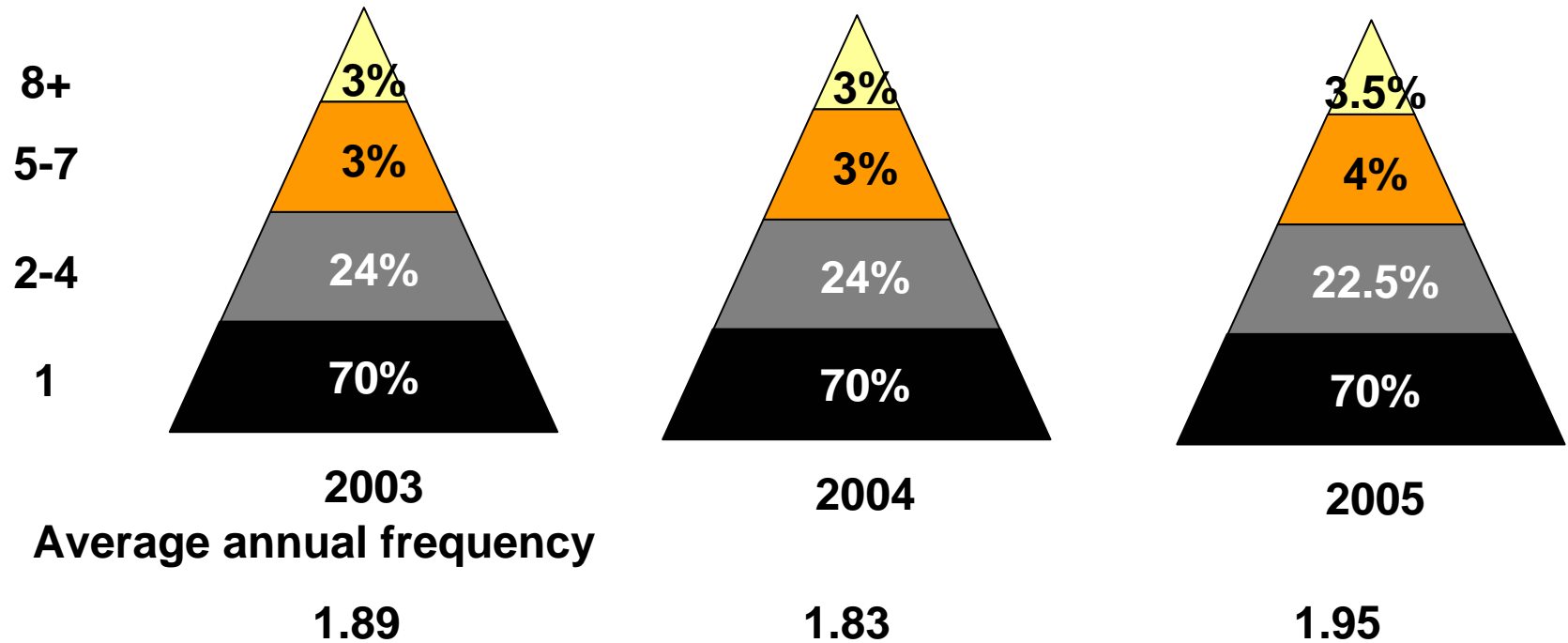
**Customer  
Value**

£123.67

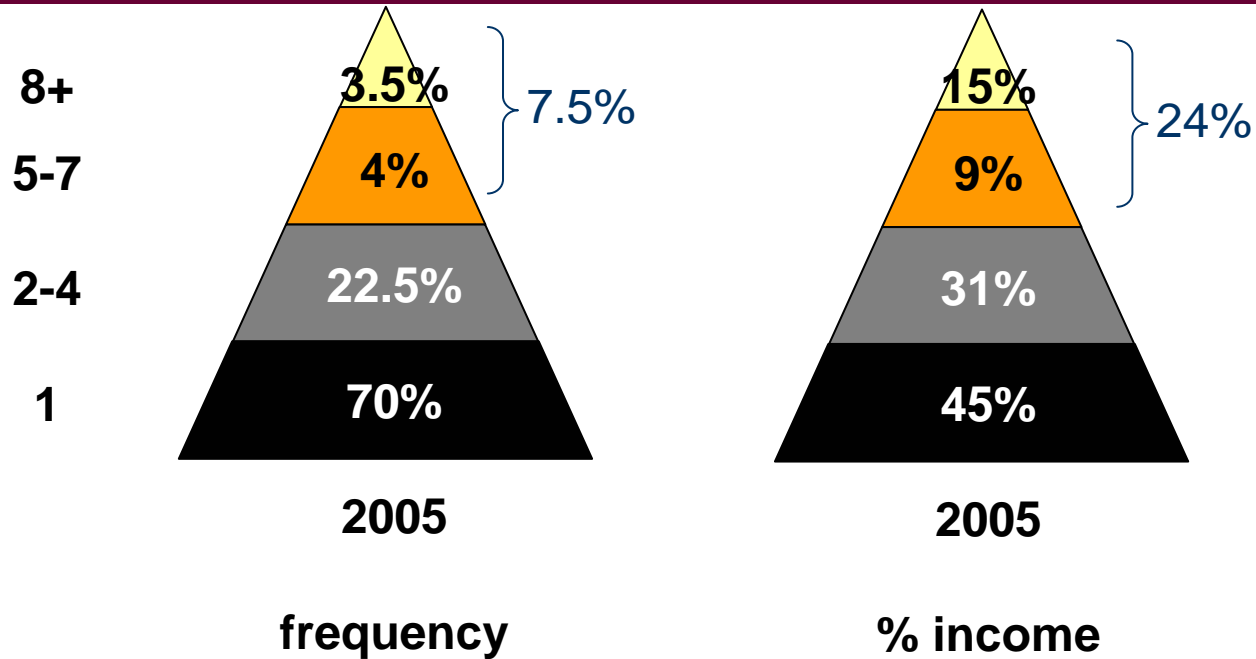
**Customer  
Lifetime**

11.2 months

# Example output: frequency



# Frequency & income



# Frequency projections

## Suggested targets:

10% of once onlies to attend again within the year

5% of twice onlies to attend a third time

**Projected additional income: £102,303**

Projected additional tickets: 9530

Average annual frequency of 2.04

# Example results

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35%

**Customer  
Frequency**

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**Audience  
Loyalty**

**Customer  
Value**

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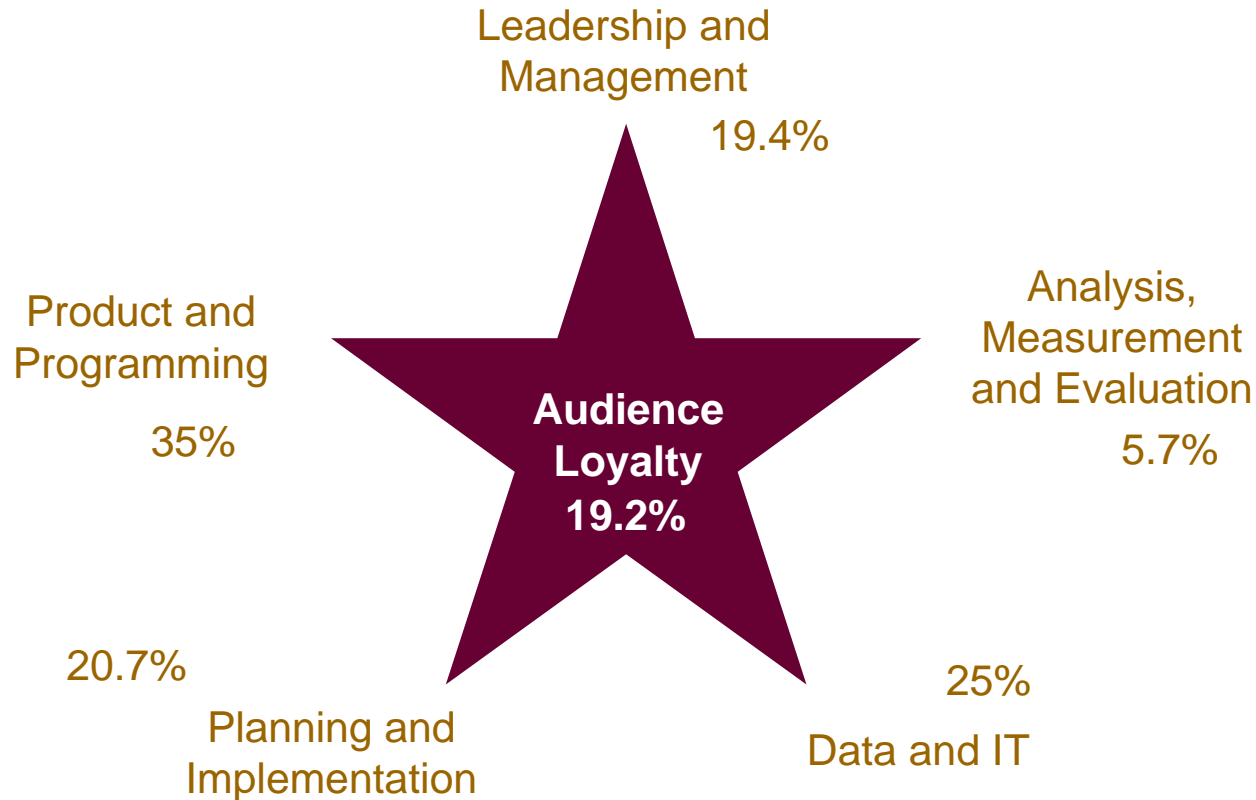
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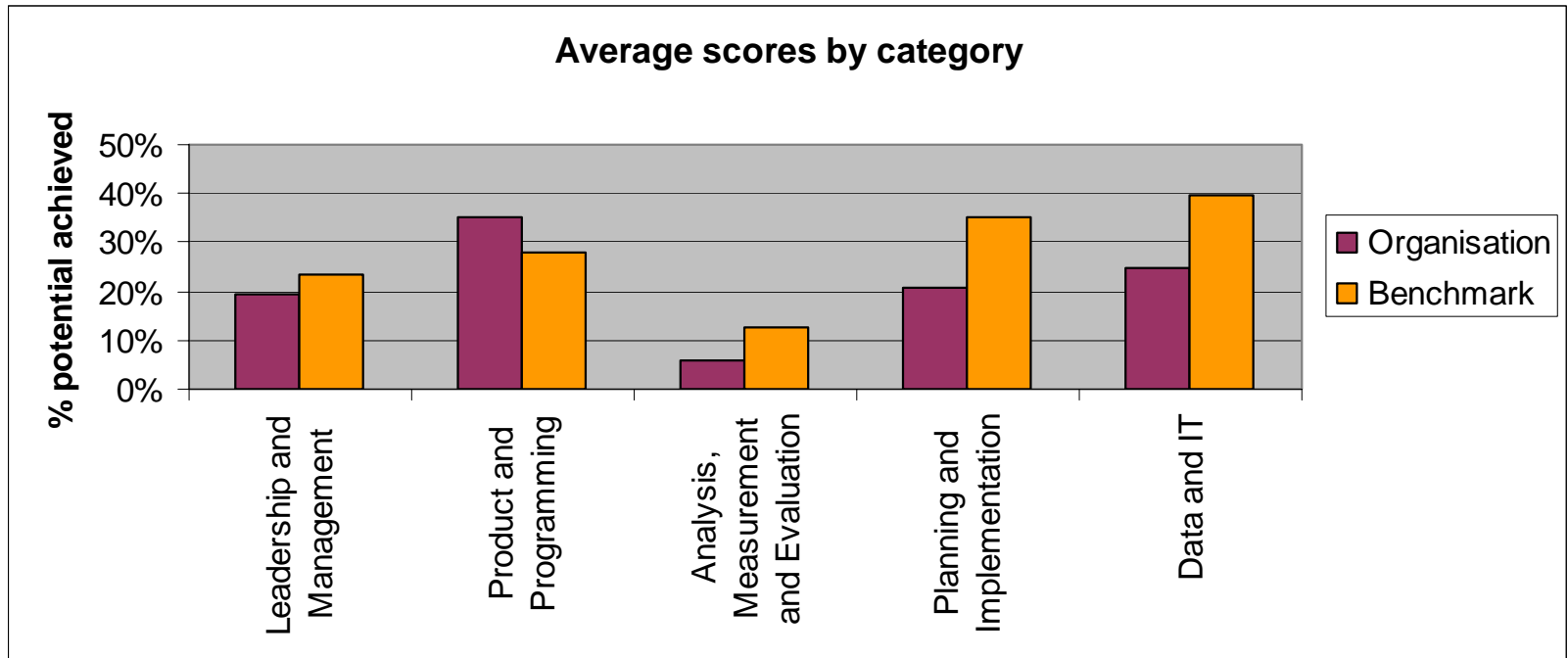
## Other outputs

- Income projections for small increases in audience retention
- recommendations for small process improvements
- estimates for individual giving based on current and improved loyalty
- comparisons (via benchmarks) with similar organisations in UK (type, scale, region etc)

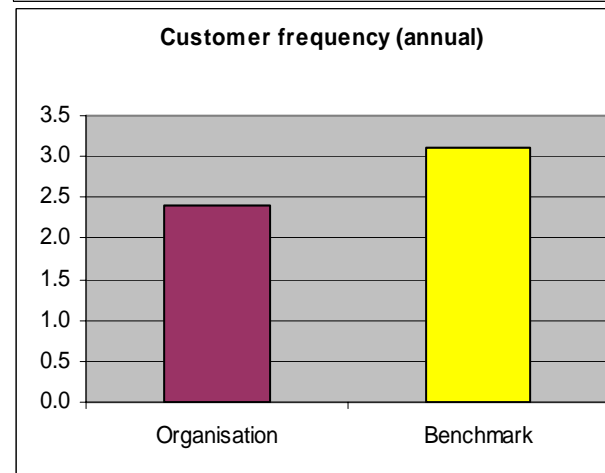
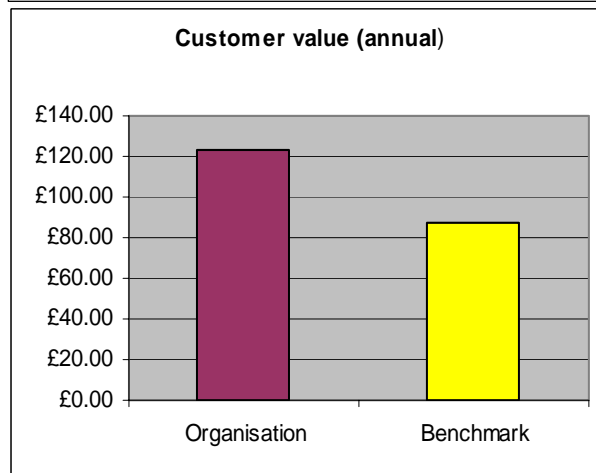
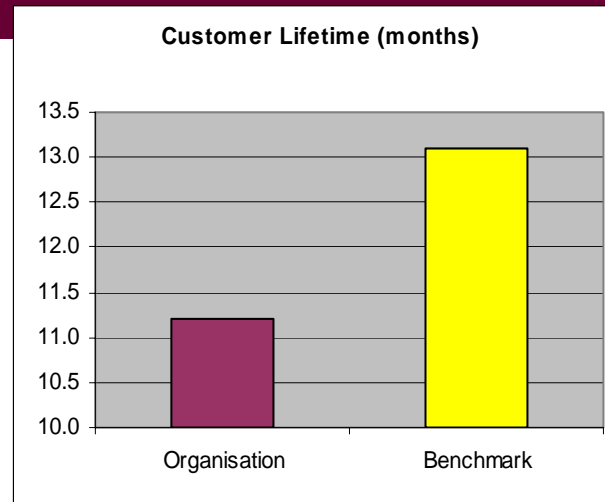
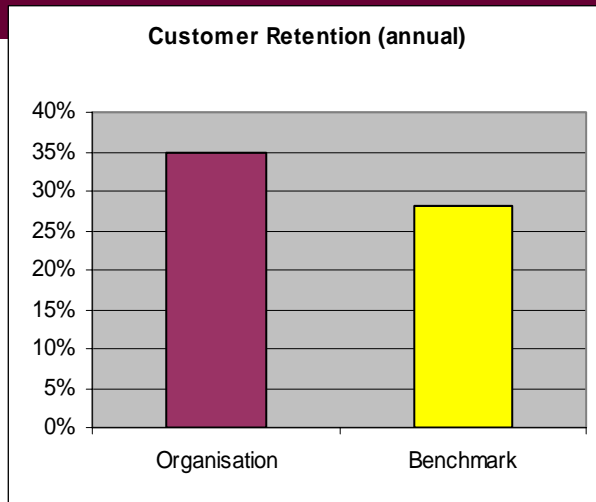
# Example results - Process



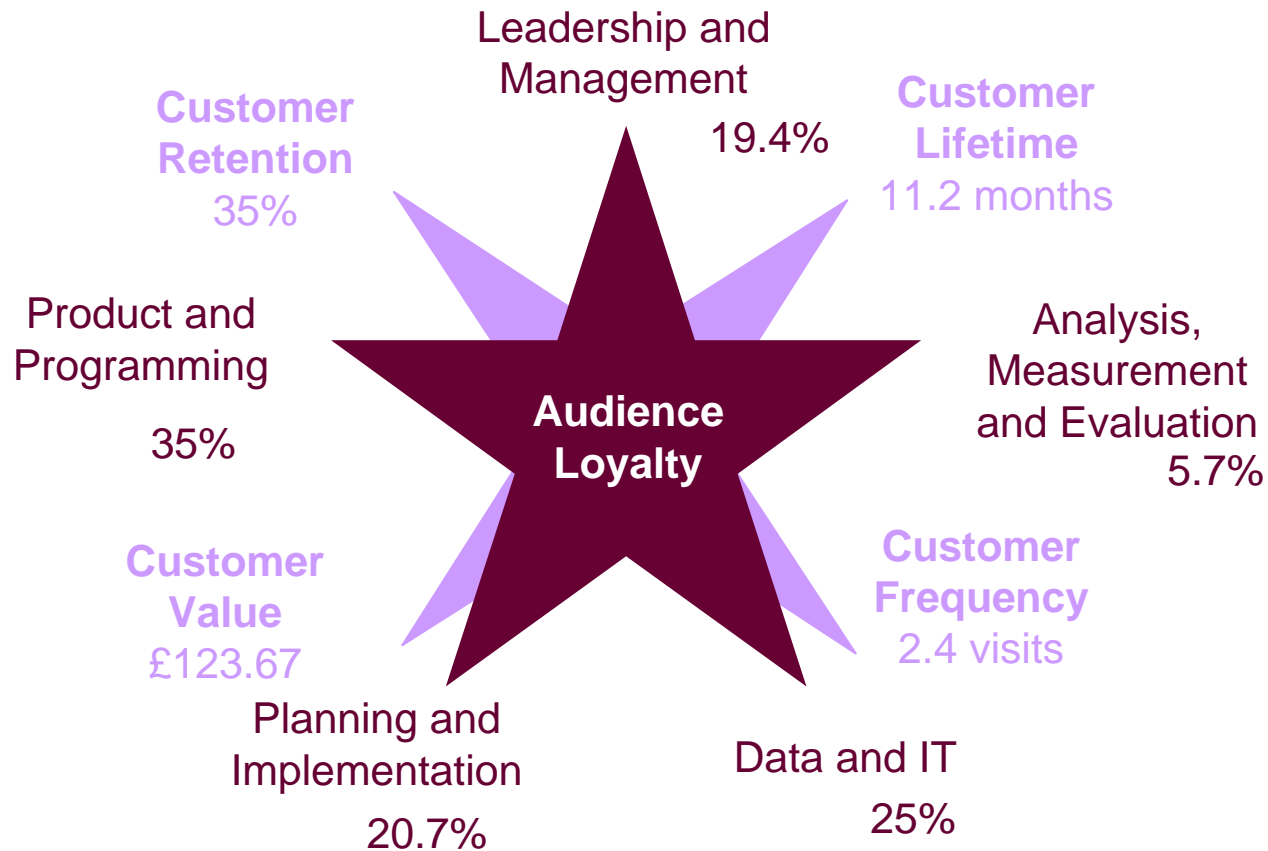
# Example results



# Example results



# Example results



# Getting involved

- Available from October 2006
- Individual organisation (price around £2000 per year – discounts for 3 years)
- Groups of organisations by sector (eg. orchestras) OR by region (eg. West Midlands). Discounts for 10 or more orgs.
- Possibility to create own benchmarks

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