



ZENMANGO™

Marketing · Brand Strategy · Research

# Leaky Bucket®

Discover the top areas to improve on to better serve your target market.

LEAKY BUCKET®

## What is it

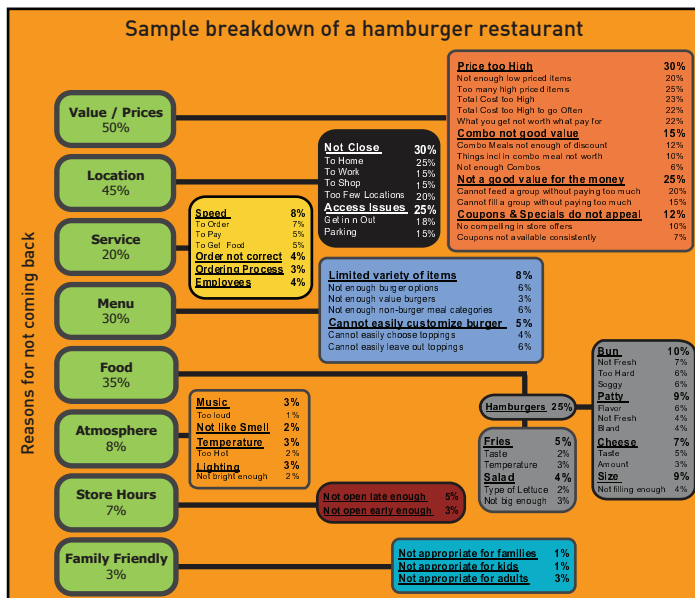
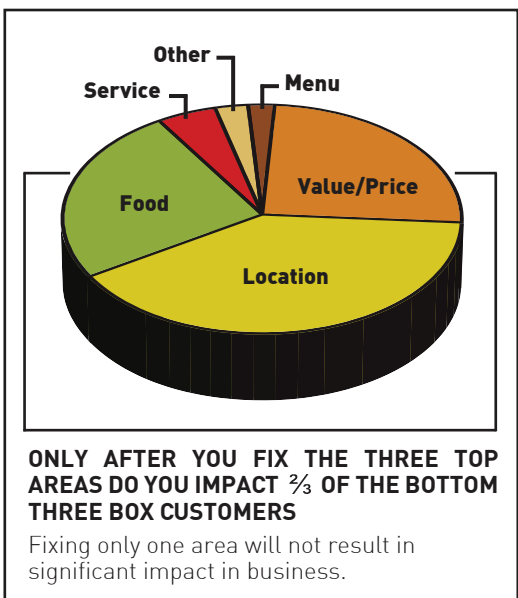
Every guest experience ends with a customer deciding if he or she wants to return to a brand. Based on industry sources, an average brand loses close to 30% of the brand's customers after their first visit. Our unique blend of research, analysis, and actions identify what percent of your customers are not coming back and why.

The loss of customers is called the Leaky Bucket®.

We help you maximize the outcome of your actions by making our study results 100% actionable. Actionable results arise from the precise identification of a brand's Leaky Bucket®. Now that is a positive experience for the brand!

## How does it work

- The Leaky Bucket® is designed to identify why some customers do not return to your brand. The process also determines specific ways of how to stop the leaks. Research is done to recognize your company's strengths so that all actionable findings can compliment your brand's areas of success.
- The Leaky Bucket® explores beyond generalized complaints to find the specific areas of business that customers may be left dissatisfied with. Fixable solutions are separated from areas that will not improve overall customer experience. This allows you to focus on a 'critical few' areas that will result in maximum improvement in overall customer experience.
- Results are carefully translated into easily implemented actions, customized to boost operational excellence and consumer satisfaction.



## Why do you need it

- The Leaky Bucket® identifies your brand's strengths as well as opportunities that will help retain a higher volume of repeat customers.
- Specific areas can quickly and easily be tweaked to satisfy more of your customers on their first visit.
- Happy customers are not only likely to return, they are also likely to tell friends and family about their excellent experience with your brand, which will draw in more customers by referral than ever before.
- An increase in customers (new and returning) can quickly translate into higher profits.
- An increase in overall company performance and revenue will help your brand meet goals faster, expand at an accelerated pace and gain more positive recognition in the industry.