

What is the VALUE...^{Service} ...of a New Customer

5 Trends that will make you rethink Service Marketing



Likelihood of a return
visit from a Service
Conquest Customer

Average number
of visits in the 1st
12 months



2.93
Visits



\$730.61

Average Repair Order
for 1st Time Visit

\$460.23

Average Repair Order
for Visits in 12 months

Total value of
a New
Service
Customer in
the first 12 months



...\$1,190.82