



## Personalising AMR for your business

Now you have an understanding of AMR and the important questions of business growth, consider how you can personalise this for your business by answering the following questions.

You may have to research some of the answers, but it will be time well invested.

### QUESTION 1

How do you increase the number of customers?

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### QUESTION 2

How do you increase the average order value?

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### QUESTION 3

How do you increase the average order frequency?

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### QUESTION 4

How do you increase the retention of customers?

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**QUESTION 5**

Which activities are an investment, and which are a cost?

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**QUESTION 6**

What's the lifetime value of a customer to your business?

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**QUESTION 7**

What's the acceptable acquisition cost of a customer?

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**QUESTION 8**

What's the cost to serve?

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**QUESTION 9**

What's your profitability by customer, taking into account acquisition, cost to serve, product mix and lifetime value?

**QUESTION 10**

What different strategies do you have in place for acquiring, maximising and retaining customers?

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**QUESTION 11**

Are they grouped together into your overall business growth strategy?

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