



Install & User Guide

Great customer retention doesn't happen by accident! With the Red Retention Toolkit by Red Argyle we give you several custom fields, calculations, reports, analytic snapshots and a customer retention dashboard.

The Red Retention Toolkit enables customer retention reporting, instantaneously, or over time in 30, 90, and 365 day increments. Employs formula and workflow logic on the Account level to tag customers, prospects, and former customers.

Reports and Analytic Snapshots on top of the base account data round out the toolkit and capture Account data monthly for further analysis and review.

This toolkit is ready to go. 100% native on the Salesforce.com platform. It will require some configuration work, security review, and customization to match your business processes, but provides all the big pieces to track the complexities of retention.

Requirements

The Red Retention Toolkit requires Salesforce workflow and analytic snapshots, therefore it will only work on the following Salesforce editions:

- Enterprise
- Unlimited Developer

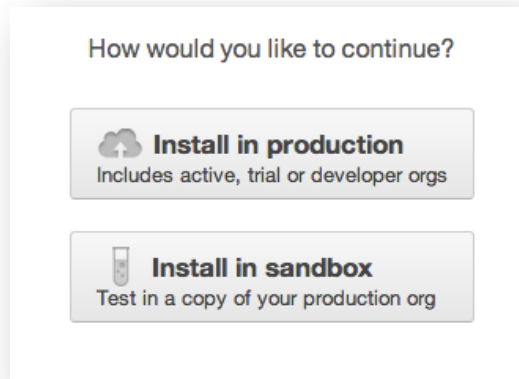
Installation

From the AppExchange listing click the green “Get It Now” button.

The screenshot shows the Salesforce AppExchange interface for the 'Red Retention Toolkit' by RedArgyle. The top banner features the toolkit's logo (a red toolbox) and the text 'REDRETENTION toolkit'. To the right, under 'CUSTOMER RETENTION DASHBOARD REPORTS', are four bullet points: 'Track Customer Retention Over Time', 'Automate Customer History', 'Baseline for Additional Report Logic', and '100% native on the Salesforce.com platform'. Below the banner, the app's name 'Red RetentionToolkit' is displayed with a 5-star rating and '(No Rating)'. Social sharing buttons for Email, Facebook (4 likes), and Twitter (1 tweet) are visible. The 'Overview' tab is selected, showing a description: 'Great customer retention doesn't happen by accident! With the Red Retention Toolkit by Red Argyle we give you several custom fields, calculations, reports, analytic snapshots and a customer retention dashboard.' It also lists 'RELEASED 10/14/2011', 'PRICING Free', and 'CATEGORIES Dashboards & Reports'. On the right, a preview of the 'Retention Dashboard' is shown, featuring four charts: '30 Day Retention Rate' (line chart), 'Total Current Customers' (gauge chart at 6/60%), 'Accounts by Status' (pie chart with 1 Prospect, 5 Customer, and 0 Former), and '30 Day Loss Rate' (line chart).



Then choose if you want to install into production or a Sandbox. As a best practice a Sandbox is best for trying out new apps before pushing them to production.



After signing in you will see this screen that presents your package details. Click the orange “Continue” button.

Quick Find

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System Overview

Personal Setup

- My Personal Information
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- My Chatter Settings
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App Setup

- Customize
 - Create
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 - Installed Packages
 - AppExchange Marketplace
 - Critical Updates

Administration Setup

- Manage Users
- Manage Apps
- Company Profile
- Security Controls
- Communication Templates
- Translation Workbench
- Data Management

Package Installation Details

Package NameRed Retention Toolkit

Version NameBeta Test

Version Number1.0

PublisherRed Argyle, LLC

DescriptionBeta Version - For testing/feedback purposes, not intended for production use.

ContinueCancel

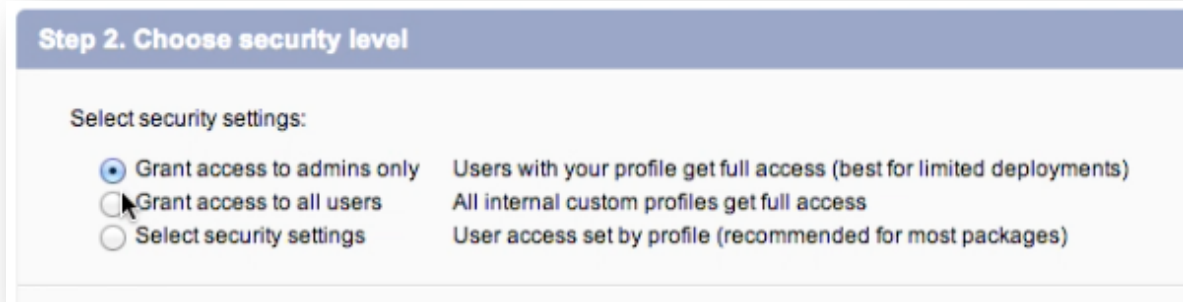
Package Components

▼ Resources (20)

Action	Component Name	Parent Object	Component Type	Installation Notes
Create	Retention Dashboards		Dashboard Folder	This is a brand new component.
Create	365 Day Retention Details		Report	This is a brand new component.
Create	90 Day Retention Details		Report	This is a brand new component.
Create	Retention Dashboard Reports		Report Folder	This is a brand new component.
Create	30 Day Retention Details		Report	This is a brand new component.
Create	Retention Details Report 365		Report	This is a brand new component.
Create	Accounts by Retention Status		Report	This is a brand new component.
Create	30 Day Loss Rate Only		Report	This is a brand new component.
Create	Total Current Customers		Report	This is a brand new component.
Create	30 Day Retention Rate Only		Report	This is a brand new component.
Create	Retention Details Report 30		Report	This is a brand new component.
Create	Retention Reports		Report Folder	This is a brand new component.
Create	All	Retention Summary	List View	This is a brand new component.
Create	Retention Summary Layout	Retention Summary	Page Layout	This is a brand new component.
Create	Retention Summary 90	Retention Summary	Analytic Snapshot	This is a brand new component.
Create	Retention Dashboard		Dashboard	This is a brand new component.
Create	Retention Details Report 90		Report	This is a brand new component.
Create	Retention Summary 365	Retention Summary	Analytic Snapshot	This is a brand new component.
Create	Analytic Snapshot Reports		Report Folder	This is a brand new component.



On Step 2 of 3 during the Package installation we recommend choosing “Grant Access to Admins Only” for the Security Level.



Step 2. Choose security level

Select security settings:

☒ Grant access to admins only	Users with your profile get full access (best for limited deployments)
☐ Grant access to all users	All internal custom profiles get full access
☐ Select security settings	User access set by profile (recommended for most packages)

Using Red Retention Toolkit

This toolkit is designed to aid an organization in customer retention reporting. It currently supports the ability to:

- Track current customers/prospects/and former customers
- Track the previous state of customers/prospect/former customers
- Report on current customers/former customers
- Report on current retention rate for past month/quarter/year
- Create snapshots of data each month to create running retention rates
- Report on retention rates over time (monthly, quarterly, annual)
- View length of time that customers have been customers
- View a dashboard outlining retention metrics

What is Retention?

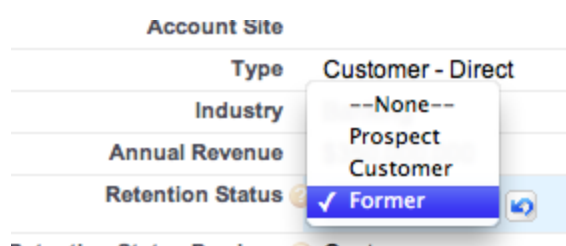
This toolkit was developed to facilitate customer retention reporting using standard Force.com components. Every company has a different definition of retention. These components are customizable to allow you to meet your company's criteria without any major changes. This toolkit defines retention as:

An Account Record that has the Retention Status Picklist value set to "Customer" at both the beginning, and the end of a reporting period.



Retention Status Picklist

The Retention Status Picklist serves as the baseline for future retention calculations. This toolkit is setup in such a way to allow you to feed your business process into the retention status picklist. A few possible use cases:



Simple: Retention status toolkit is manually maintained by account owners. In this case, the value is populated by account owners and they are responsible for tracking who is a customer, prospect, and former customer.

Automated 1: If an account has total value of closed/won opportunities > 0 in the past year, they are considered a customer. Getting into more advanced automations such as this is possible, but would require additional development work. Most likely it would involve creating a rollup/summary field from opportunities on Account, and a trigger to update the Retention Status picklist.

Automated 2: Customer has logged into website once during the past year. Again, this is possible with additional configuration.

The idea is that whatever your business process is, if you can somehow have an automation to keep the Retention Status picklist updated, this toolkit will aid in reporting.



Retention Status Previous Value

Retention Status Previous  Customer
Value

Since retention is tracking CHANGE of customers, it is necessary to track the retention status previous values. These are helpful in deducing which customers are NEW customers, and which customers are RETAINED customers in future calculations.

This field is set via workflow and should not be modified by users, unless they are doing some type of data fixing operation.

Retention Change Date

Retention Change Date  8/5/2011

This field tracks when the retention status was changed. This is used for calculating the "Retention Descriptor" (outlined below) for different time periods.

This date field is set by workflow and should not be modified by users, unless they are doing some type of data fixing operation.



Retention Descriptor

Retention Descriptor 30 (Text) =

```
IF( Today() - Retention_Change_Date__c <= 31,  
CASE( TEXT(Retention_Status__c) & " " & Retention_Status_Previous_Value__c,  
"Customer Prospect","New",  
"Customer Former","New",  
"Prospect Customer","Lost",  
"Prospect Former","Unchanged",  
"Former Customer","Lost",  
"Former Prospect","Unchanged","ERROR"),  
  
CASE(TEXT(Retention_Status__c),  
"Customer","Retained",  
"Prospect","Unchanged",  
"Former","Unchanged","ERROR")  
)
```

The Retention Descriptor field is the flag for grouping in retention reports. There are three periods included in this toolkit, 30, 90, and 365.

This field is a formula and will update dynamically for reporting purposes. It functions on the following principals:

- If the retention status = customer, and the retention former status = prospect or former, and the retention change date was within the period, then they are considered a "New" customer for the purposes of retention and not included in the reporting count.
- If the retention status = customer, and the retention former status = prospect or former, and the retention change date was NOT within the period, then they are considered "Retained"
- If the retention status = former or prospect, and the retention former status = customer, and the retention change date was within the period, they are considered a "Lost" customer, and included in retention reports.
- If the retention status = former or prospect, and the retention former status = customer, and the retention change date was NOT within the period, then they are considered "Unchanged" and NOT included in retention reports.
- If the retention status = former or prospect, and the retention former status = former or prospect, they are considered "Unchanged" and NOT included in retention reports.



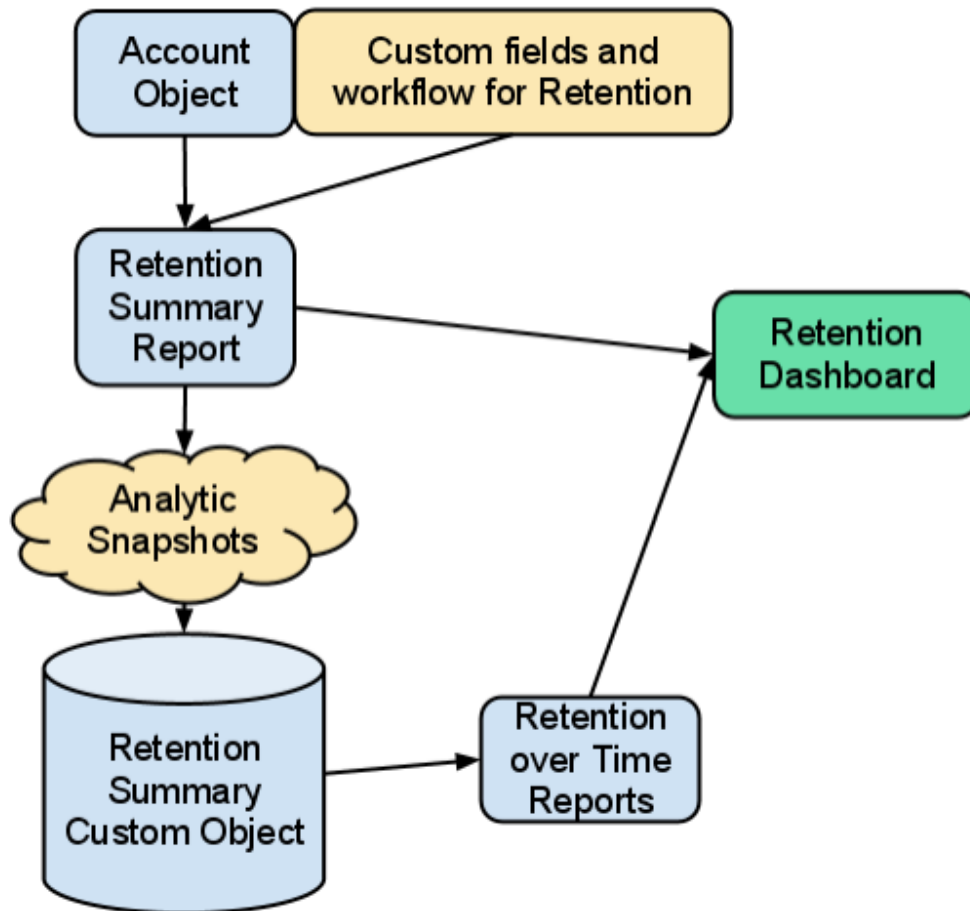
The descriptor concept is what then feeds into the retention report that gets pulled into an analytic snapshot. The toolkit makes a few assumptions:

- We are concerned with customers and former customers during a period, not "new" customers and not prospects or changes from prospect/former or former/prospect.
- The retention rate = $\text{Sum of "Retained" customers} / \text{Total number of customers}$ (which referenced above is total number of retained + total number of lost customers during the period)

On the report level, we are also generating "Average Years Retained", so it looks at the length of time that each customer has been a customer, for your convenience.



Retention Process



This diagram describes the high level process of calculating customer retention and retention over time. It shows the relationships between the different components in the system used to generate retention information.



Account Object

Retention Status	Former
Retention Status Previous Value	Customer
Retention Change Date	8/5/2011
Retention Change Flag	☒
Retention Descriptor 30	Unchanged

The Account object is where the base data is stored. Included in the assumptions and definitions lesson, the account object stores the instantaneous information related to an individual account's retention, including retention status, former status, change date, 30, 60, 90 day descriptors, and days since change.

Workflow

There is one workflow rule. It fires when the retention status field is changed and performs two workflow field updates. It updates the Retention Status Previous Value to the former retention status value, and it updates the retention status change date to the day the field was updated. These fields then influence the Retention descriptor formula fields, which influence the reporting chain below.



Retention Details Report

Filtered By: Edit Retention Descriptor 30 equals Retained, Lost Clear											
	Account Name	Account ID	Retention Status	Retention Status Previous Value	Retention Descriptor 90	Retention Descriptor 365	Retention Change Date	Retention Days Since	Retained/Lost Ratio	Avg Years In Status	Data Tag
☐	Retention Descriptor 30: Lost (2 records)								40.00%	0.01	30.00
	GenePoint	001U00000003Nci3	Former	Customer	Lost	Lost	9/6/2011	8			
	sForce	001U00000003NciE	Former	Customer	Lost	Lost	9/6/2011	8			
☐	Retention Descriptor 30: Retained (3 records)								60.00%	6.01	30.00
	United Oil & Gas, UK	001U00000003Nci4	Customer	Prospect	Retained	Retained	9/1/2003	2,936			
	United Oil & Gas, Singapore	001U00000003Nci5	Customer	Prospect	Retained	Retained	9/6/2002	3,290			
	United Oil & Gas Corp.	001U00000003NciD	Customer	Prospect	Retained	New	9/9/2010	365			
Grand Totals (5 records)											30.00

This report grabs information for the analytic snapshot. It calculates the retained/lost ratio, and average years at status, also a data tag to aid in future reporting. There are 3 of them, one for each retention period.



Analytics SnapShots

Analytic snapshots allow you to load data from a custom report to a custom object on a regularly scheduled basis. Analytic snapshots enable you to work with report data as you would with other records in salesforce.com.

View: [All Analytic Snapshots](#) [Create New View](#)

New Analytic Snapshot					
Action	Name ↑	Description	Scheduled	Next Run	Last Run
Edit Del	Retention Summary 30	Analytic Snapshot that captures 30 day Retention information. Runs monthly.	✓	10/9/2011 3:24 AM	9/9/2011 3:24 AM
Edit Del	Retention Summary 365	Summary data of retention for year out. Run monthly	✓	9/11/2011 3:20 AM	
Edit Del	Retention Summary 90	Snapshot of 90 day retention data. Runs monthly.	✓	9/10/2011 3:10 AM	

The 3 analytic snapshots capture information from the Retention Details report and put them to the Retention summary object. The snapshots:

- Capture 6 fields of information
- Run Monthly
- Write summary level data to the Retention summary object.

Retention Summary Objects

Retention Summary Details Edit Delete Create New View									
New Retention Summary Change Owner									
	Action	Retention Summar...	Data Tag	Record Count	Retain/Loss Ratio	Retention Descript...	Retention Descript...	Retention Descript...	Years Average
☐	Edit Del	RTS-000001	30	2	40.00	Lost		9/9/2011	0.01
☐	Edit Del	RTS-000002	30	3	60.00	Retained		9/9/2011	6.01
☐	Edit Del	RTS-000003	30	3	68.96	Retained		8/9/2011	5.86
☐	Edit Del	RTS-000004	30	3	71.55	Retained		7/9/2011	5.75
☐	Edit Del	RTS-000005	30	3	76.25	Retained		6/9/2011	5.60
☐	Edit Del	RTS-000006	30	2	31.04	Lost		8/9/2011	0.01
☐	Edit Del	RTS-000007	30	2	28.45	Lost		7/9/2011	0.01
☐	Edit Del	RTS-000008	30	2	23.75	Lost		6/9/2011	0.01

Stores summary level information for additional retention analytics.



Retention Over Time Reports

	Retention Descriptor 30	Retain/Loss Ratio	Record Count	Years Average Length of Status	Retention/Loss Ratio
☐	Retention Month: June 2011 (1 record)				23.75%
	Lost	23.75%	2	0.01	
☐	Retention Month: July 2011 (1 record)				28.45%
	Lost	28.45%	2	0.01	
☐	Retention Month: August 2011 (1 record)				31.04%
	Lost	31.04%	2	0.01	
☐	Retention Month: September 2011 (1 record)				40.00%
	Lost	40.00%	2	0.01	
Grand Totals (4 records)					30.81%

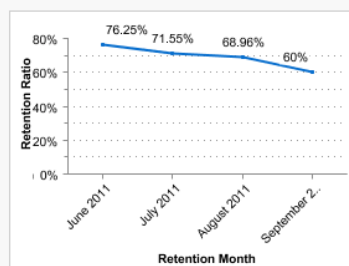
Uses snapshot data from the Retention Summary Object to create retention or loss over time statistics.



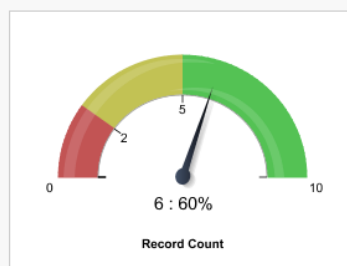
Dashboard

View Dashboard [Edit](#) [Clone](#) [Refresh](#)

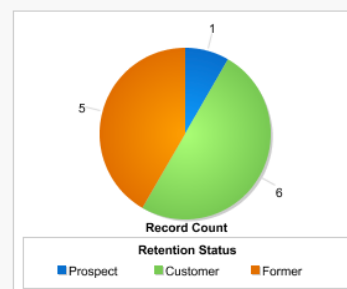
30 Day Retention Rate



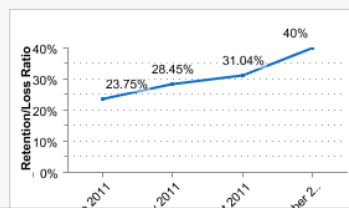
Total Current Customers



Accounts by Status



30 Day Loss Rate



Finally, the retention dashboard rolls up all data into one place for easy analysis/distribution.



Configuration Considerations

Package Installation

The Red Retention Toolkit is an unmanaged package. It may be upgraded in the future. If it is, it WILL NOT automatically upgrade your org. Best practice would be to create a sandbox to load the updated package into, and then move changed/updated features via a change set to your production instance.

Security

This package was designed for ease of installation. It does not take security into consideration. It is your responsibility to manage visibility and report criteria. It could come into play at the following points:

- Report criteria for analytic snapshot (make sure analytic snapshot user has data visibility for all data)
- Consider adding security to the Retention summary object if you wish to prevent global statistics from being shared.
- Individual users can check current monthly/quarterly/annual from live data for the accounts they own or have visibility to. The summary data is a global picture and users cannot view their accounts from the summary level unless additional snapshots that capture account detail are created. These were avoided to save excessive record creation, although they could be employed for your organization if you wish.
- Do you need to set the running user of the dashboard or make it dynamic?

Enabling of Automation

Assure that the following are setup:

- Workflow rule and 2 workflow actions exist and are active. Check the criteria to assure there are no other needed criteria to make changes.
- Analytic snapshots are enabled and scheduled. You may need to reschedule or change the periods



depending on your business rules.

Feeding Retention Status Field

There will have to be a process in place to populate and update the retention status field on the Account level. It will most likely require additional business analysis and either a trigger or creative workflow rules to make it work. Remember that this toolkit will not automate this part of it and each administrator is responsible for determining and implementing how to populate the status field.

Calculation Assumptions

If your organization wishes to include "new" customers in retention calculations as part of the total, there's two ways to do this:

- Modify the report criteria to include "New" as well (the report that sends to analytic snapshots). Then on a monthly basis you can see the %New, %Retained, and %Lost.
- Add a formula field that puts new and retained in one bucket if that is your preference, use this as criteria on the analytic snapshot report to get the data moved.

Data Considerations

The Red Retention Toolkit uses and writes data on two objects:

1. Account
2. Retention Summary

Fields will be outlined below.



Account Fields

Edit Del	Retention Descriptor 365	Retention_Descriptor_365__c	Formula (Text)
Edit Del	Retention Change Date	Retention_Change_Date__c	Date
Edit Del	Retention Days Since	Retention_Days_Since__c	Formula (Number)
Edit Del	Retention Descriptor 30	Retention_Descriptor_30__c	Formula (Text)
Edit Del	Retention Descriptor 90	Retention_Descriptor_90__c	Formula (Text)
Edit Del Replace	Retention Status	Retention_Status__c	Picklist
Edit Del	Retention Status Previous Value	Retention_Status_Previous_Value__c	Text(255)

Retention Descriptor fields are each a formula. There are 3 of them, to track changes in different time periods.

Retention Change Date is set via workflow to today whenever the Retention Status is changed.

Retention Status is the base field for retention, 3 choices are Prospect, Customer, and Former.

Retention Status Previous Value - Tracks the former value of Retention Status and factors into values posted by formula into the Descriptor fields.



Retention Object Summary

Custom Fields & Relationships				
NewField DependenciesSet History Tracking				
Action	Field Label	API Name	Data Type	Control
Edit Del	<u>Data Tag</u>	Data_Tag__c	Number(18, 0)	
Edit Del	<u>Record Count</u>	Record_Count__c	Number(18, 0)	
Edit Del	<u>Retain/Loss Ratio</u>	Retain_Loss_Ratio__c	Percent(16, 2)	
Edit Del	<u>Retention Descriptor 30</u>	Retention_Descriptor_30__c	Text(255)	
Edit Del	<u>Retention Descriptor 365</u>	Retention_Descriptor_365__c	Text(255)	
Edit Del	<u>Retention Descriptor 90</u>	Retention_Descriptor_90__c	Text(255)	
Edit Del	<u>Retention Month</u>	Retention_Month__c	Date	
Edit Del	<u>Years Average Length of Status</u>	Years_Average_Length_of_Status__c	Number(16, 2)	

Data Tag - Populated by the reports that feed into the analytic snapshot. 30,90,or 365 are the values, for easier report filtering
Record Count - How many records were in the subgroup of retained or lost customers
Retain/Loss ratio - Number of Retained records / Retained + Lost records

Retention Descriptors - Grab the descriptor for the snapshot (Lost or Retained)
Retention Month - Populated when the snapshot runs, for easier grouping on reports
Average Length of Status - How long, on average were customers in the current retention descriptor group.



Data Import Considerations

This package will create the objects and fields but it will not populate them. Providing all other parts of the package have been installed and enabled, there will still need to be some data population. A few thoughts -

This could be done manually, if each owner has a reasonable number of records, they could manually set the Retention Status fields of all their accounts. The former status would be blank but the retention calculations will still work in the future as things change and time passes.

This could be done with a data push, export the data, and populate the status (and former status if you have a way to key what the last status and change date were).

Automate it - write a trigger or other process that will evaluate your records and make a change to the status (such as closed/won opps > 0 in the past 6 months).

Data Import Considerations Retention Summary

The Retention Summary object is easier to add historic data to since it's not related to other records. This could be done via the data loader, and could just import historic statistics on the retention rates. A few suggestions:

Each month should have two records, one for retained amount, one for lost amount. The ratios should add up to 100% each month since they are basically the inverse of each other.





About Red Argyle

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Tell us what you think!

If you like the Red Retention Toolkit or have found room for improvement write us a review on the AppExchange and tell us about it!

