

Client Retention & Churn Analysis

Why Abubyte Clients Stay

RETENTION DRIVERS

1. **Switching Costs:** POS migration is complex and risky
2. **Data Lock-in:** Historical sales data stored in Abubyte
3. **Training Investment:** Staff trained on specific workflow
4. **Custom Configuration:** Business rules tailored to each client

INDUSTRY BENCHMARKS

Metric	POS Industry Average	Abubyte Projection
Monthly Churn	3-5%	2-3% (conservative)
Average Lifetime	20-33 months	36+ months
Renewal Rate	85-90%	90-95%
Expansion Revenue	10-20% of ARR	15-25% of ARR

ABUBYTE SPECIFIC RETENTION FACTORS

1. **Offline-First Design:** Critical for Pakistan's unreliable internet
2. **Localized Features:** PKR currency, Urdu support, local tax rules
3. **Restaurant-Specific:** Menu management, table service, kitchen printing
4. **Proven Implementation:** ONE10 FOODS successful case study

ECONOMIC MODEL

Client Acquisition Payback Period: - Cost to Acquire: \$50-100 (estimated with marketing) - Setup Fee: \$99 → **IMMEDIATE RECOVERY** - Monthly Profit: \$35 (after payment processing) - **Payback Period: 1.4-2.8 months**

This means every new client is profitable within 90 days.