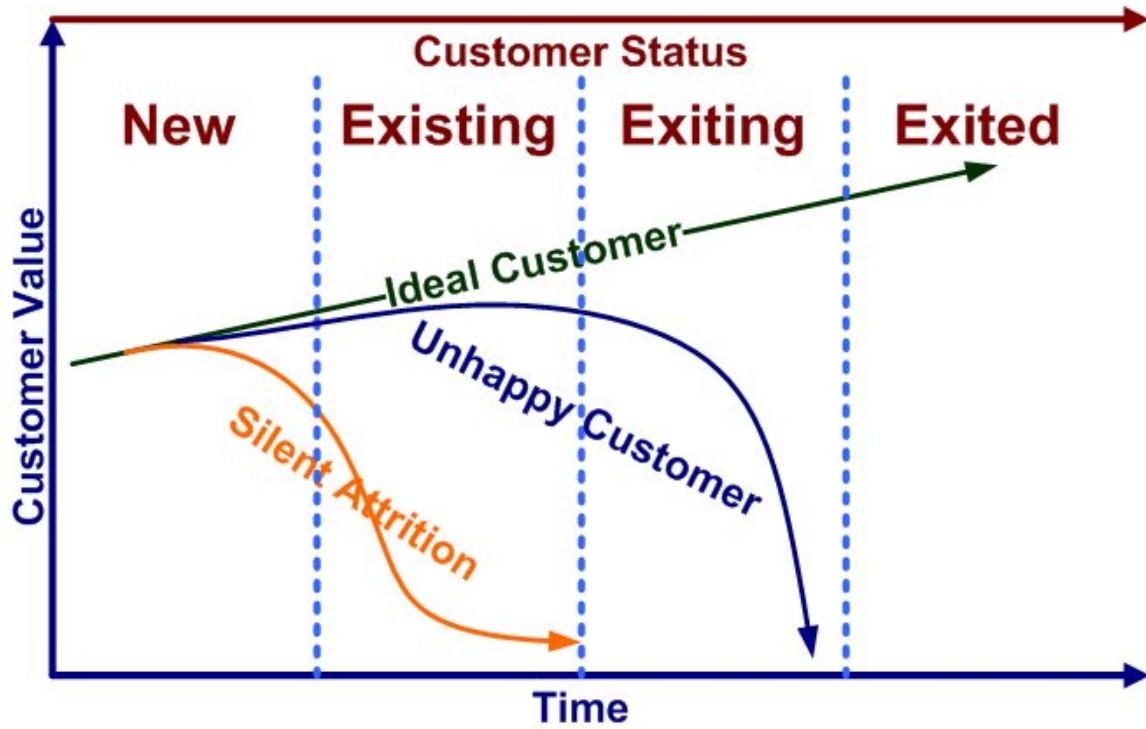


Customer Life Cycle vs Customer Value



Customer Life Cycle

Chart Provided by: [Genroe Pty Ltd \(Customer Retention Specialists\)](#) Australia