

Introduction to customer statistics details



I. Indicator Definitions

1. Total number of customers: The total number of customers added by enterprise members within the visible range of this application.
2. Number of newly added customers: The number of new customers added by enterprise members within the visible range of this application.
3. Number of lost customers: The number of customers deleted or added to the blacklist by enterprise members within the visible range of this application.

II. Frequently Asked Questions

1. Data update timing and cross - day calculation

(1) How often is the data updated?

The data is updated at 12:00 every night, and the data for each natural day will not change after the update.

[Example] Zhang San added 3 customers on the first day but deleted these 3 customers the next day. The 'Number of newly added customers' on the first day is still '3'.

Zhang San added 3 customers on the first day but immediately deleted them. The 'Number of newly added customers' on the first day is '0' because the statistics are made at 12:00 that night.

(2) How to calculate multi - day data?

The multi - day data of 'Number of newly added customers' and 'Number of lost customers' is the sum of the daily data.

2. Data coverage and statistical methods

(1) Is the statistics based on the relationship chain or customers?

The statistics are calculated based on the relationship chain between members and customers.

[Example] If 3 service staff add the same customer, the 'Number of newly added customers' is '3'.

(2) How to calculate the data after a member leaves the company or is transferred?

- After a member is transferred, the historical data generated before the transfer will follow the member.

[Example] If Zhang San is transferred from the sales department to the marketing department, Zhang San's historical and new data will be included in the marketing department.

- After a member leaves the company, the historical data generated before leaving will not be cleared.

[Example] If Zhang San in the marketing department leaves the company, the historical data of the marketing department will not decrease.

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