Example of a sales funnel with drop out

Drop out shown with quantities of customers as an example to identify leakage.

DIGITAL

Initial channel Core focus for brands to address as they move to digital



85% leakage rate



270,000 customers



80,000 customers apply

190,000 customers lost



40,000 applications completed

40,000 customers lost

IN STORE

Initial channel



185,000 customers enter



Core focus for brands to address as they move to digital



155,000 applications completed

30,000 customers lost

TELEPHONY

Initial channel



160,000 customers call



Core focus for brands to address as they move to digital



leakage rate

10,000 applications completed

20,000 customers lost



45,000

customers referred to a digital channel to complete sale

38,250 customers lost (85% leakage rate)



85,000 Customers referred to the branch

12,750 customers lost (15% leakage rate)

Source: McKinsey

