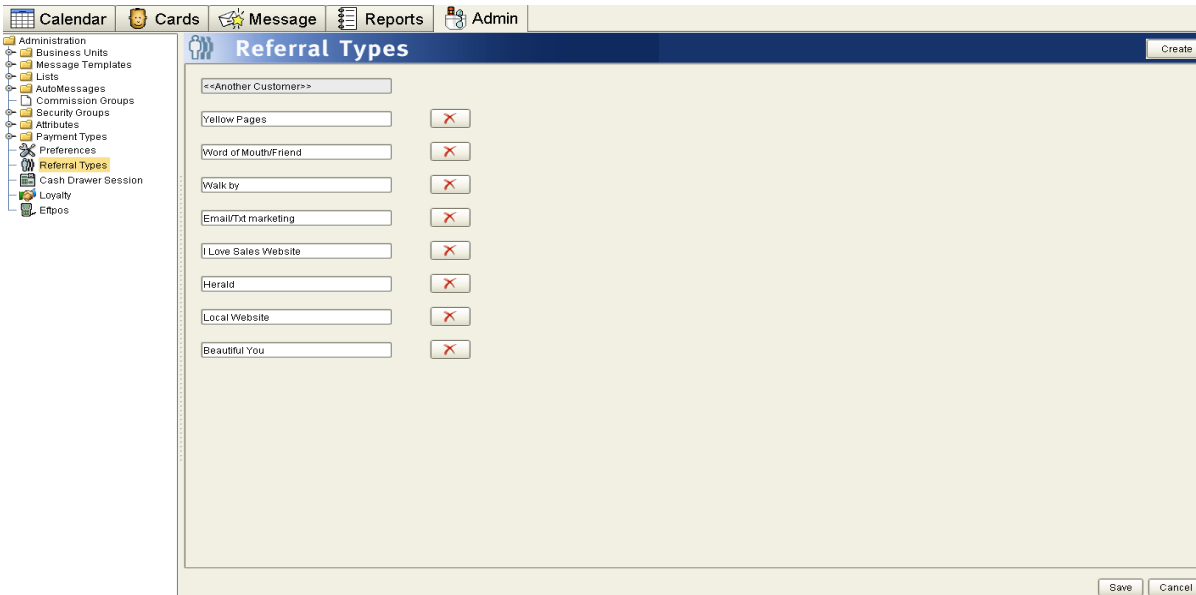


# Kitomba Customer Referrals

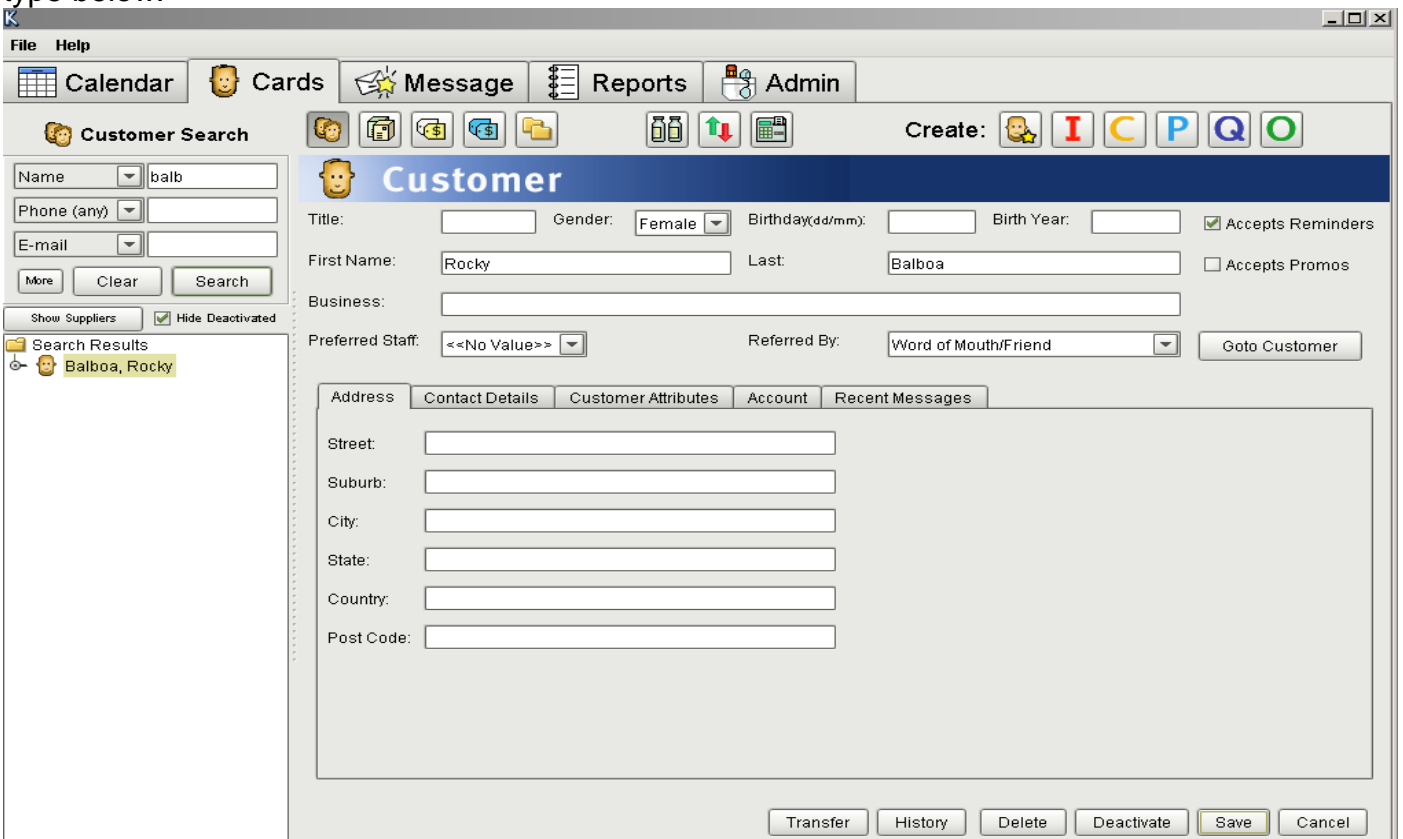
Kitomba Customer Referrals let's you track –

- All clients that have been referred to your business.
- How those clients were referred.
- How much those referred clients have spent.
- Total spend of all the Referral Types

The How did you hear about us? feature is now located in the Admin Tab under Kitomba Customer Referral Types as shown below. Referral types can be created and removed here.



When you create a new client you can select how they were referred by selecting a Referred By type below.



To report on customer referrals run the Customer Referral report below. The report will show

- the customer that referred the new client,
- the referred client

**Customer Referrals**  
Monday, 1 Oct 2007 to Friday, 4 Apr 2008  
Vein Beauty

Customers that have made referrals between the specified period and the total spend of the referred customers.

Customer	Referred Customer	No. of Custs referred	Total Spend of Referred Custs
<b>Test Testing</b>		<b>1</b>	<b>\$700.00</b>
Tester Tested			\$700.00
<b>Hulk Hogan</b>		<b>1</b>	<b>\$455.00</b>
Rocky Balboa			\$455.00
<b>Jacqui Abrahamson</b>		<b>1</b>	<b>\$85.00</b>
Hulk Hogan			\$85.00
<b>Total for all Referrals:</b>		<b>3</b>	<b>\$1,240.00</b>

Start Date: 01-Oct-07  
End Date: 04-Apr-08  
Order by: Spend  
Nbr of customers to show: 15

To report on a summary of all Referral Types run the Referral Summary report below.

**Referral Summary**  
2007-12-01 00:00:00 to 2008-04-11 23:59:59  
Vein Beauty

Referral Type: All  
Report Mode: Summary

Referral Type	No. of Custs	Total Spend
<b>Another Customer</b>	<b>5</b>	<b>\$785.00</b>
<b>Yellow Pages</b>	<b>38</b>	<b>\$2,412.05</b>
<b>Word of Mouth/Friend</b>	<b>122</b>	<b>\$10,481.50</b>
<b>Walk by</b>	<b>42</b>	<b>\$3,490.80</b>
<b>Email/Txt marketing</b>	<b>6</b>	<b>\$207.00</b>
<b>Radio</b>	<b>11</b>	<b>\$197.00</b>
<b>Previous Verge Customer</b>	<b>29</b>	<b>\$152.00</b>
<b>Voucher</b>	<b>4</b>	<b>\$194.00</b>
<b>Other</b>	<b>6</b>	<b>\$378.50</b>
<b>Total for all Referral Types:</b>	<b>263</b>	<b>\$18,297.85</b>

Start Date: 01-Dec-07  
End Date: 11-Apr-08  
Referral Type: All  
Mode: Summary