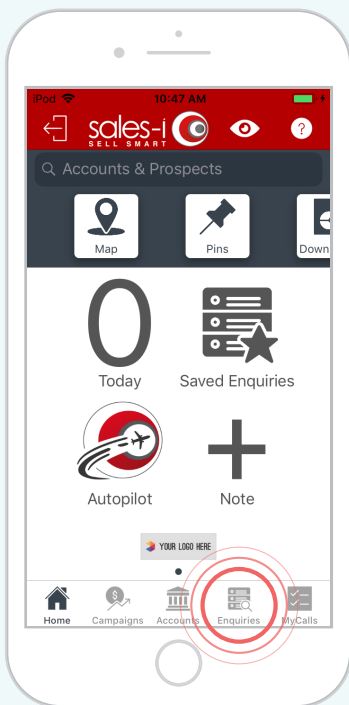# How To Discover Which Customers Have Stopped Buying A Certain Product

Apple iOS

You can use sales-i to discover which products a customer has stopped buying, preventing your sales from slipping and going to a competitor before it's too late.
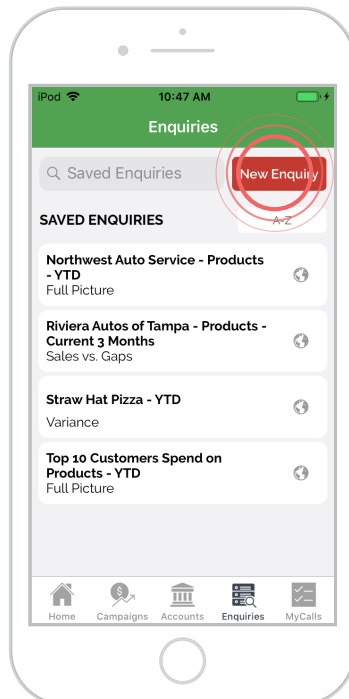
01 CLICK ENQUIRIES

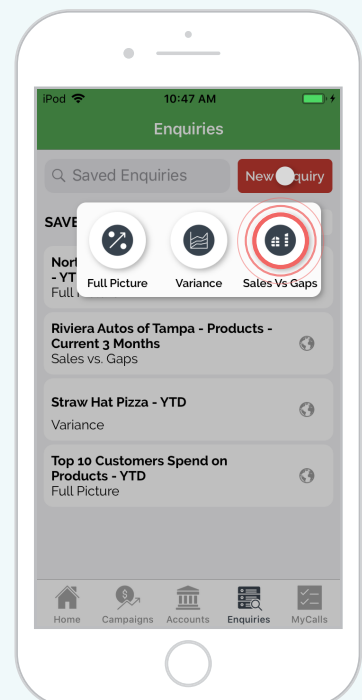From the navigation bar at the bottom of the screen, tap Enquiries.

02 NEW ENQUIRY

Next, tap New Enquiry in the top right corner
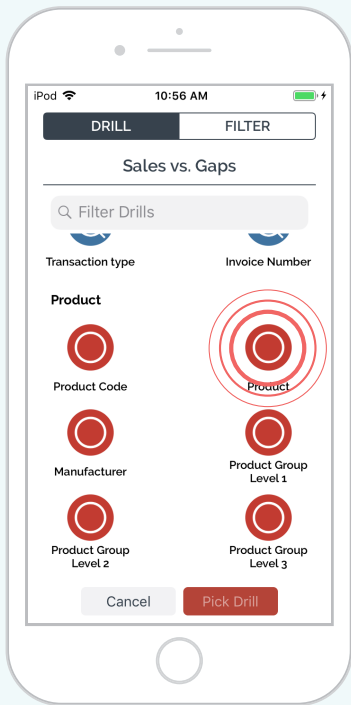
03 SALES VS GAPS

Now tap on Sales Vs Gaps.

04 SELECT BUBBLE

Tap Product from the Drill Screen.

Note: If you want to search for a particular product you can use the search option available near the top of the page.

05 DRILL

Now you need to select the product you would like to see sales information for (in this case, who has bought and not bought).
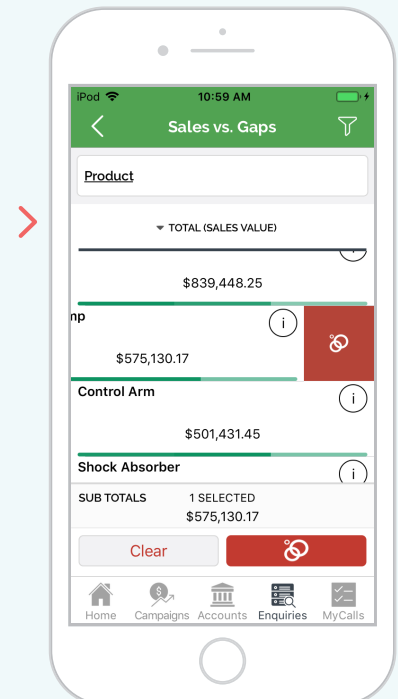
To do this tap on the on the product, then select the red drill option from the bottom of the page
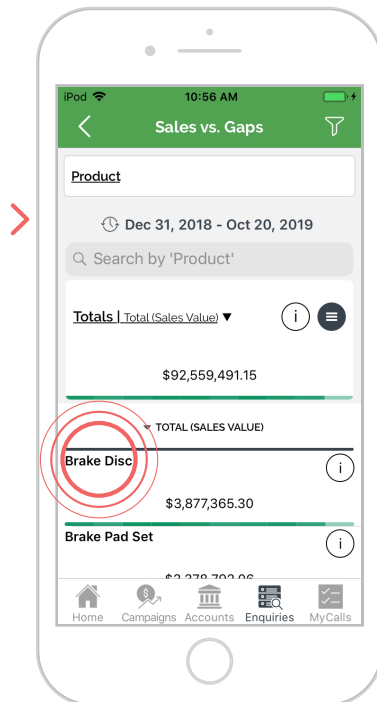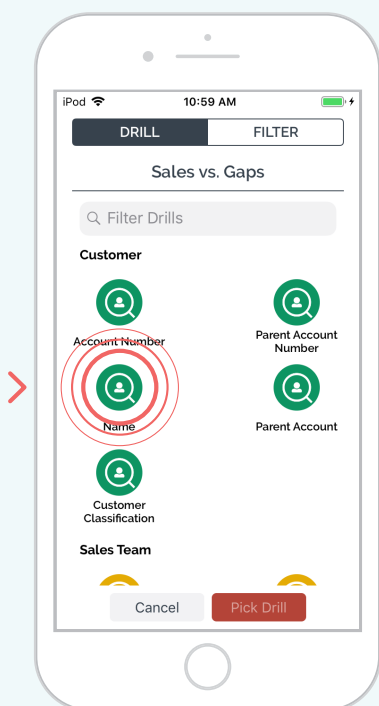
06 CUSTOMER

Now you have selected your chosen product, it's time to see which customers have and haven't been buying it.

To do so, tap Name from the Bubble Screen.

04 GAPS

To do so, tap Name from the Bubble Screen.

05 RESULTS

You will now see a list of customers who have bought or not bought that product.

Some of them may have an orange number next to them. This number represents the number of gaps in spend over the months in this date range.

If you would like to see a monthly breakdown of their spend, (including any gaps), tap on the (i)/number icon.