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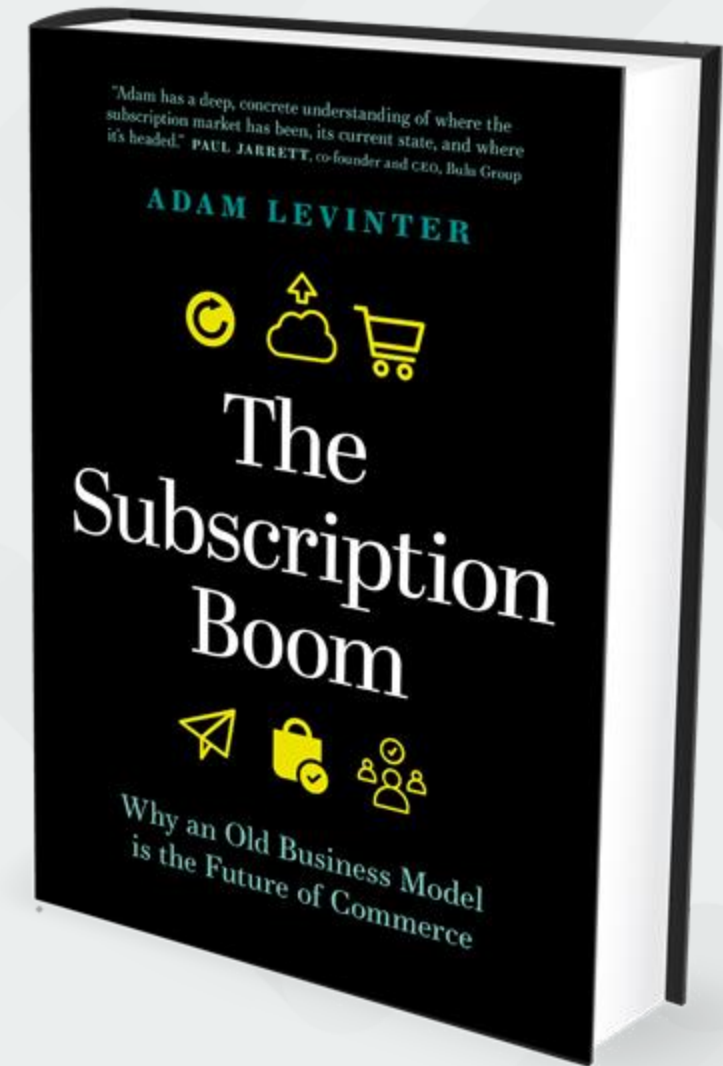
Agenda & Overview

Why Churn Matters

Types of Churn

Impact on the Customer Journey

Retention Frameworks: CCG & RERI

Actionable Tactics & Next Steps

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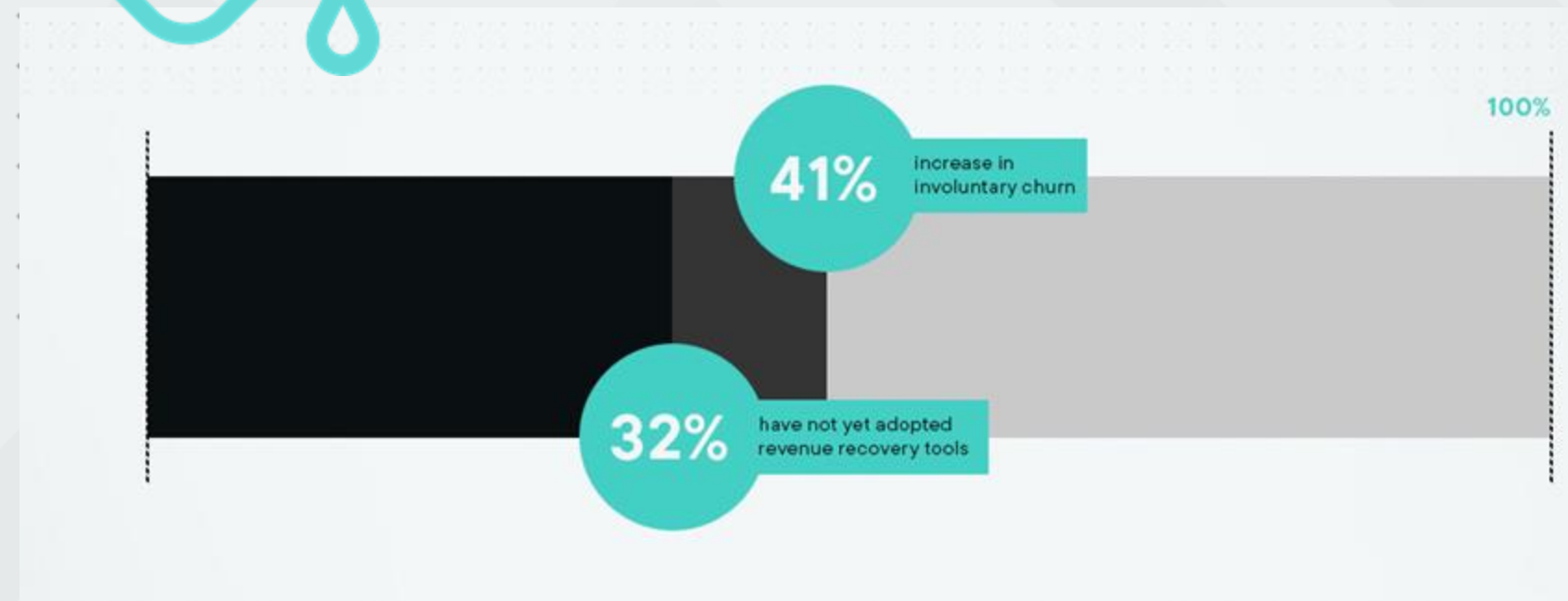# Why Churn Matters

Definition

Churn is when customers leave; retention is keeping them engaged

Impact

Retention makes (or breaks) your business model

Stats

Involuntary churn can account for up to 41% of total churn

100%

41% increase in involuntary churn

32% have not yet adopted revenue recovery tools

Types of Churn

Voluntary Churn

Driven by poor customer service, unmet expectations, or weak value propositions

Involuntary Churn

Caused by payment failures (expired cards, insufficient funds, outdated billing systems)

CARD DECLINES ARE PROBLEMATIC

	ALL TRANSACTIONS	INITIAL TRANSACTIONS	RECURRING TRANSACTIONS
CREDIT	5%	6%	6%
DEBIT	11%	9%	13%
ALTERNATIVE PAYMENT METHODS	5%	5%	7%

Tactics to Reduce Churn

To reduce voluntary churn	To reduce involuntary churn
Improve operational efficiency	Use automatic credit card updater tools
Strengthen your value proposition	Retry failed transactions
Enhance customer engagement	Notify customers when payments fail (dunning)
Fix billing practices and controls	Offer alternative payment methods

Churn Risk & Customer Lifecycle

Churn is not linear.

Conversion

DAY 1

Loyalty

~ DAY 60–180

Advocacy

~ DAY 180 +

Higher Risk of Customer Churn
Most churn happens within the first 30 days

Lower risk of Customer Churn
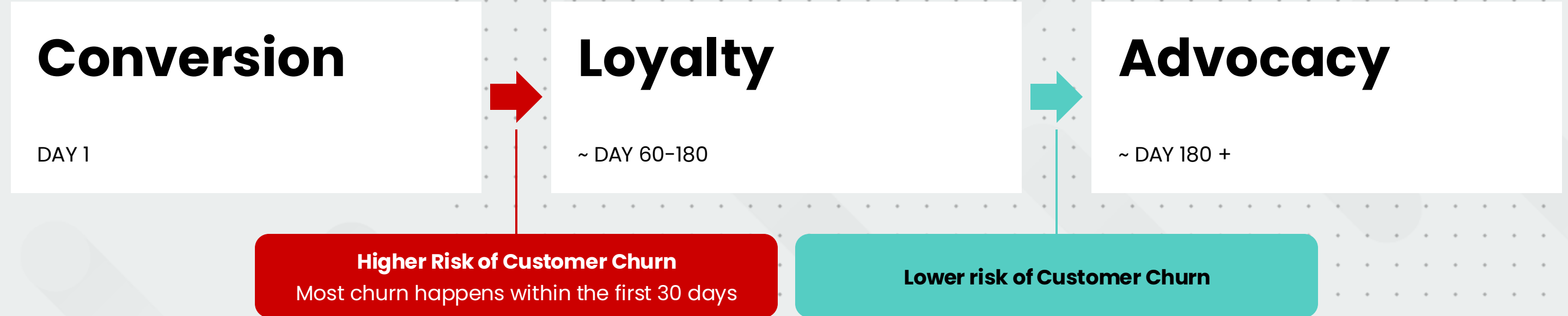
Diagnosing Churn

- Deep Research into churn, by phase
- Understand where (and why) churn happens
- Metrics: Churn rate, NPS, Customer LTV

DAY 1 ──────●────────●────────●────────●────────●────────●────────● **DAY 365**

• Lack of value & quality	• Poor customer service and support	• Unclear ROI
• Expectations shortfall	• Billing & payment issues	• No ongoing communication
• Complex onboarding	• Contract lock-ins	• Poor relationship management
• Poor communication	• Product or service reliability	• No evolution or improvement to product, service
• Lack of training, education		
• Buyer's remorse		

Solutions

DAY 1 ——————————————————————————— **DAY 365**

- Reaffirm value
- Overdeliver early
- Seamless onboarding
- Constant communication
- Provide access to training, education, content etc.

- Double-down on customer service
- Ensure billing is accurate and simple to understand
- Provide off-ramps
- Ensure product and/or service reliability

- Quantify ROI
- Keep up ongoing communication
- Invest in relationship management
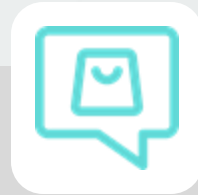- Offer new and innovative products and services

Retention Frameworks

CCG Framework:

CRISP
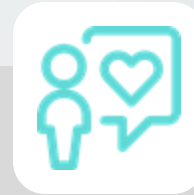Months 1-4

- Communicate Constantly
- Reaffirm Value Proposition
- Implement Smooth Onboarding
- Support with Training
- Provide Service Excellence

CARE
Months 5-8

- Check-in, Get Feedback
- Audit Billing Processes
- Resolve Issues Fast
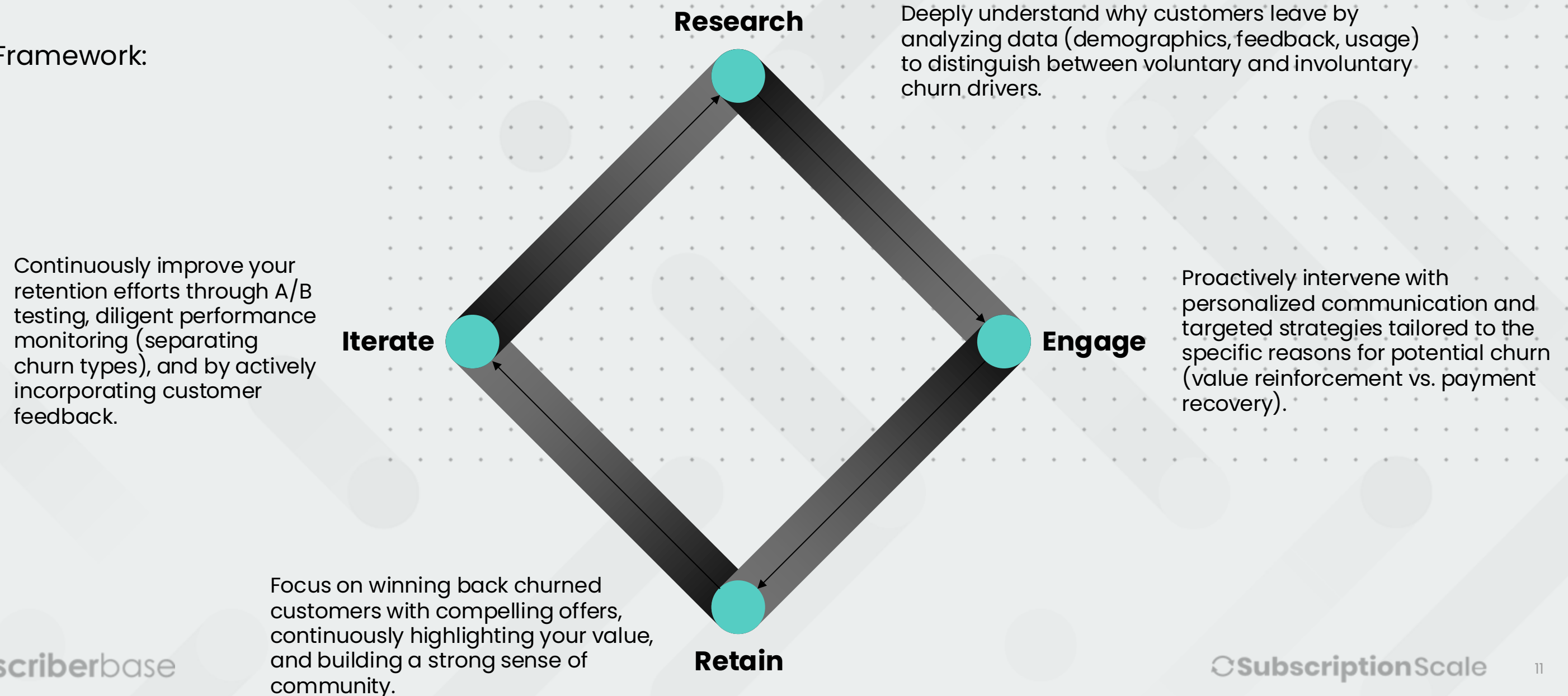- Ensure Product Reliability

GROW
Months 9-12

- Gauge Customer Value
- Reward Loyal Customers
- Offer New Solutions
- Encourage Word-of-Mouth

Retention Frameworks

RERI Framework:

Research

Deeply understand why customers leave by analyzing data (demographics, feedback, usage) to distinguish between voluntary and involuntary churn drivers.

Engage

Proactively intervene with personalized communication and targeted strategies tailored to the specific reasons for potential churn (value reinforcement vs. payment recovery).

Iterate

Continuously improve your retention efforts through A/B testing, diligent performance monitoring (separating churn types), and by actively incorporating customer feedback.

Retain

Focus on winning back churned customers with compelling offers, continuously highlighting your value, and building a strong sense of community.
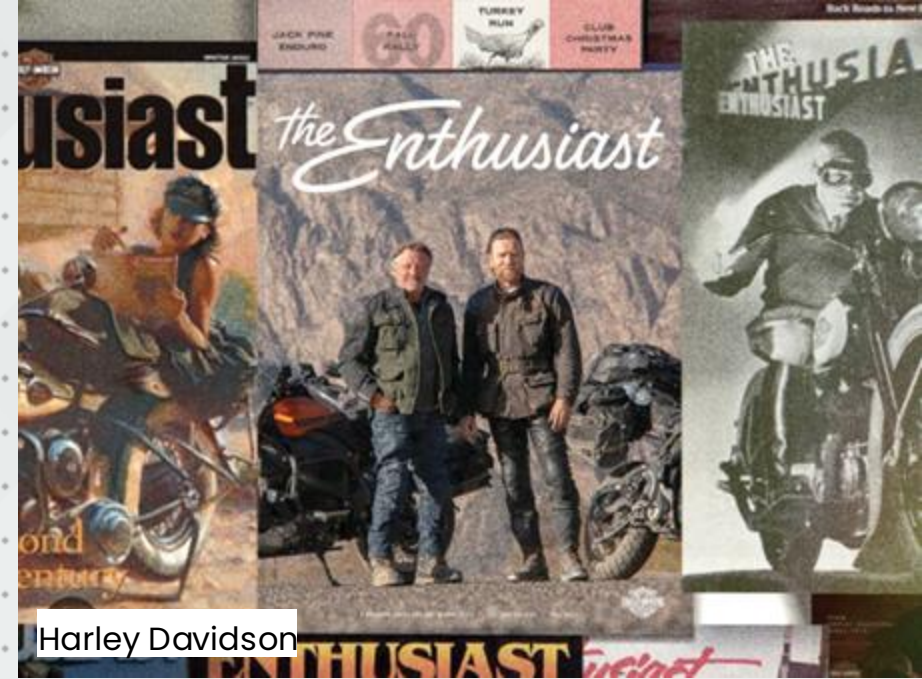
The Role of Community

Building a community and encouraging advocacy drives retention.

Examples:

- Forums

- Online learning

- Events

- User groups

- Referral programs

- Social media engagement

Harley Davidson

Peloton

GymShark

Sephora

Metrics & Data

Key Metrics
- Churn rate
- NPS
- Customer LTV
- Referral Rate
- Engagement

Continuous Monitoring
Use data to optimize and iterate your retention strategy

Feedback Loop
Leverage customer insights to drive improvements

Implementation & Next Steps

Map the Journey

Identify customer touchpoints and churn triggers

Apply Frameworks

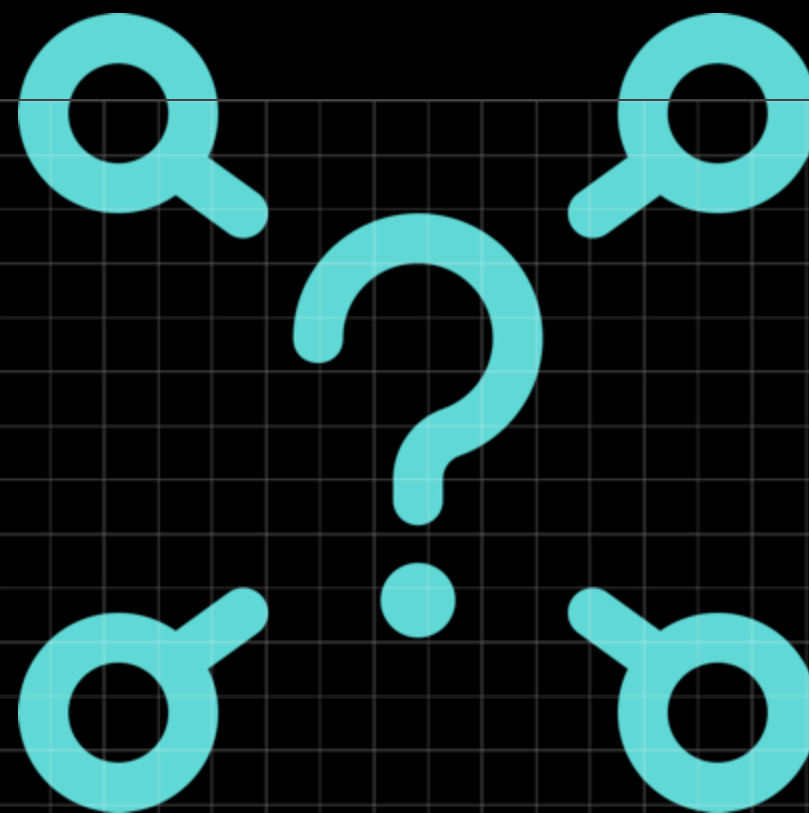Implement CRISP/CARE/GROW and RERI strategies

Monitor & Iterate

Use data to adjust tactics over time

Call to Action

Start small, measure impact, and scale your retention efforts

Q&A

Thank you!

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