The 7-Step Churn Checklist

We've teamed up to create this 7-step guide to tackling churn.
For next-level strategies and tips, visit the ChartMogul and Churn Buster blogs.

1 Make sure your thinking about churn correctly

We all agree that churn rate is an important measure of health and that if it's too high, it will have a highly negative impact on your business. To start, ensure that you're defining and calculating churn correctly. Our cheat sheet can help you get started.

2 Define your players

Churn should be top of mind for certain members of your team. Work with customer success, sales leadership, and other relevant parties to build a business rhythm around reviewing your churn goals against progress.

3 Define your KPIs, metrics, and relevant segmentation

Now that everyone is on the same page about what churn is and why it's important, spend time scoping out the specific KPIs and metrics you need to understand and to impact churn.

4 Do a gut check

Are your KPIs measurable, addressable, stable, and consistent? Ensure the questions you're asking about churn live up to reasonable standards so that your team can work together towards your churn goals.

5 Prioritize your battles

Focus on incremental improvements and pick the lowest-hanging fruit first. Up to 50% of churn can be attributed to failed payments. Create an actionable reduction strategy for involuntary churn.

6 Personalize and optimize your campaigns

Improve your recovery rates by branding and optimizing your campaigns. Decouple retries and emails, send dunning emails from real company email addresses, use your brand colors and logos, and make card updating quick and easy.

7 Escalate when necessary

Escalate at-risk campaigns to ensure that VIP customers don't slip through the cracks. Set up Slack alerts for key accounts, bounced emails, and failed campaigns so appropriate team members can step in to make the save.