5 STRATEGIES TO *REDUCE CHURN*

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Your **Customer Retention** Experts

Onboarding

Look for places in your onboarding where customers either stop onboarding or slow down.

Find out what's going on at those points.

Make a plan to fix the issue.

Use Surveys

Use short benchmarking surveys like
Net Promoter Score (NPS)
Customer Satisfaction Score (CSAT)
Customer Effort Score (CES)

Send out a longer annual survey to get more in-depth responses from your customers.

Use Exit or Churn Interviews

Develop a standard set of questions.

Ask churned and exiting customers about their experiences as a customer.

Prioritize those areas where customers are telling you they became the most unhappy or frustrated.

Close the Loop

Build stronger relationships with customers by closing the loop from surveys and other types of customer feedback.

The more valued a customer feels, the more likely they'll stay.

Difficult Conversations

Reach out to customers when metrics or engagement starts to drop.

Discuss your concerns with the customer.

Identify the problem.
Commit to fixing the problem.
Close the loop with the customer.

Want more details?

Check out the companion article to this guide.

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