



Churn Reduction Strategy Checklist

Are you losing customers without realizing why? In today's competitive market, unaddressed customer churn costs you revenue, credibility, and future growth opportunities, often without you even realizing the full impact.

This checklist gives you the exact blueprint top companies use to understand why customers leave, proactively

prevent churn, re-engage at-risk accounts, and build a lasting relationship that turns clients into advocates.

How to Use These Checklists:

1. Go through each item systematically.
2. Mark “[]” if the point is done or applies to your current situation.
3. Mark “[]” if the point is not done or needs attention.
4. For “[]” answers, note

down specific issues and potential solutions.

5. Prioritize areas for improvement based on their potential impact on your goals.

6. Regularly revisit and update these checklists as your business and strategies evolve.

I. Understand & Measure Churn

Define Churn:

[] Is churn clearly defined for your business (e.g., voluntary vs. involuntary, customer churn vs. revenue churn)?

Churn Rate Calculation:

[] Is the churn rate accurately calculated and tracked consistently over time (monthly, quarterly)?

Identify Churn Causes:

☐ Have you conducted exit surveys, interviews, or analyzed data to understand why customers churn?

☐ Are common reasons for churn categorized (e.g., product fit, customer service, price, competition)?

Segment Churn:

☐ Are you segmenting churn by customer type, acquisition channel, product usage, or

tenure?

Lifetime Value (LTV) Tracking:

[] Is LTV accurately calculated and monitored, as churn directly impacts it?

II. Proactive Prevention

Effective Onboarding:

[] Is there a robust onboarding process that ensures customers quickly experience product value (the “Aha! Moment”)?

[] Are welcome emails, tutorials, and success resources provided?

Customer Success Management:

[] Is a dedicated customer success team or program in place for high-value customers?

[] Are proactive check-ins, health scores, and usage monitoring implemented?

Continuous Value Delivery:

[] Is the product continuously updated with new features or improvements based on customer feedback?

[] Are customers regularly informed about new features and how to use them?

Feedback Mechanisms:

[] Are multiple channels for customer feedback available (e.g., in-app, surveys, support)?

☐ Is feedback actively collected, analyzed, and acted upon?

Education & Resources:

☐ Are comprehensive help documentation, FAQs, tutorials, and webinars available?

☐ Are customers educated on how to maximize their use of the product/service?

Community Building:

[] Is there an active customer community (e.g., forum, social group) where users can help each other and feel connected?

III. Early Warning & Intervention

Usage Monitoring:

[] Are key usage metrics monitored to identify signs of disengagement (e.g., reduced logins, decreased feature usage)?

☐ Are alerts set up for drops in usage?

Sentiment Analysis:

☐ Are customer support interactions, reviews, and social media mentions monitored for negative sentiment?

Warning Signals:

☐ Are specific “churn risk” triggers identified (e.g., failed payments, unaddressed

support tickets, low feature adoption)?

Automated Outreach:

[] Are automated emails or in-app messages sent to disengaged users or those showing churn signs?

Personalized Interventions:

[] Is a strategy in place for personalized outreach (e.g., call from CSM) to high-risk customers?

Dunning Management (for subscriptions):

[] Is an effective dunning strategy in place for handling failed payments gracefully?

IV. Re-engagement & Win-back

A Win-back Campaigns:

[] Is a win-back campaign developed for churned customers (e.g., special offers, surveys)?

[] Are personalized messages

used to address their specific reasons for leaving?

Feedback Loop for Churned Customers:

[] Are surveys or interviews conducted with churned customers to gather insights for future prevention?

Re-activation Offers:

[] Are re-activation offers or incentives provided to encourage churned

customers to return?

V. Team Alignment & Culture

Cross-functional

Collaboration:

☐ Are sales, marketing, product, and support teams aligned on churn reduction goals?

☐ Is customer feedback shared across departments?

Customer-Centric Culture:

☐ Is a customer-centric

culture fostered throughout the organization?

Training:

[] Are all customer-facing teams trained on churn prevention strategies and effective communication?

At Brand Shop, we provide strategic guidance and hands-on support in developing and implementing comprehensive growth marketing strategies.

What We Offer

Growth Strategy and Planning:

- Comprehensive business and marketing audits
- Goal setting and KPIs
- Target audience analysis and segmentation
- Tailored Growth Strategies and Roadmaps

Digital Marketing Expertise:

- Google Search Engine Optimisation (SEO)
- Paid advertising (PPC, Social Ads)
- Content marketing strategy and execution
- Social media growth
- Email marketing automation
- Conversion Rate Optimisation (CRO)

Marketing Technology and Automation:

- Marketing software assessment and recommendations
- Implementation and optimisation of marketing automation
- Data and analytics setup (e.g., Google Analytics, CRM integration)
- Performance reporting and insights generation

1:1 Coaching and Workshops:

- Personalised guidance on growth marketing principles
- Training on specific marketing channels and tools
- Team workshops to foster a growth-oriented mindset

Consulting Services:

- Objective analysis and strategic recommendations
- Implementation support and project management
- Performance monitoring and iteration
- Long-term partnership for sustainable growth

Additional Areas of Expertise:

- Customer acquisition and retention strategies
- Marketing analytics and reporting
- Funnel optimisation

**If you're ready to move
beyond fragmented efforts
and build a strategic,
data-driven engine for
sustainable growth—
we'd love to connect.**



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