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Commercial Excellence

Churn Drivers, Early Warning & Save Plays Playbook

Understanding why customers actually leave, then building a save play for each specific reason

- Practitioner
- Intermediate
- Template Included

- Administrator
- 07 November 2023
- 3 minute(s)

Overview

A framework for churn driver analysis, early warning systems, and save plays — identifying genuine root-cause churn drivers through rigorous analysis, then building specific save-play interventions matched to each driver, rather than a generic retention effort that doesn't address the actual reasons customers are leaving.

Is a single, generic retention play sufficient for addressing

churn, or do organizations genuinely need multiple specific save plays? Churn typically has multiple distinct root causes — pricing dissatisfaction, product fit issues, poor onboarding, competitive displacement — each requiring a genuinely different intervention. A single generic retention play can't effectively address fundamentally different underlying causes.

How should organizations identify their actual churn drivers,

rather than assuming what they are? Through rigorous analysis of actual churned customer data and exit conversations, identifying genuine root-cause patterns — not relying on assumption about why customers typically leave, which often doesn't match actual churn driver data.

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