

## How to reduce your churn rate

As a product marketer facing the prospect of a high churn rate, you may be asking yourself... is that down to me?

Overall, you're responsible for the success of your product, and although high churn rates may be a result of causes outside of your control, how you respond to that churn is absolutely down to you; it's your responsibility to understand it, and own the response to it.

All aspects of a product can of course impact the churn rate, so collaboration is really essential here to get the needle pointing in the right direction.

With that in mind, here are a set of tactics you can use to keep your churn rate healthy:

<b>Tactic</b>	<b>Method</b>
<b>Analyze why churn is happening</b>	<p>Check your data and find out what's going on. There may be a quick fix, or you might have to delve a little deeper. It's an issue you need to address, so don't be afraid to consider changes to deal with the problem.</p> <p>To find out the reasons why it's happening, consider these steps:</p> <ul style="list-style-type: none"><li>• Send out a customer exit survey to complete.</li><li>• Call the customer to ask for feedback.</li><li>• Send out a personalized email asking for feedback.</li></ul>
<b>Engage with your users</b>	<p>Sounds shockingly simple, but it can be a very effective way to understand and fix the source of your high churn rate.</p> <p>Most users will want to tell you why they no longer needed your product. So make them feel heard and this will foster a better relationship and give you</p>

	<p>some valuable data on what users expect from you.</p> <p>Improve your customer experience with features like:</p> <ul style="list-style-type: none"> <li>● Customer satisfaction surveys.</li> <li>● Feedback bars.</li> <li>● Social media support.</li> <li>● Helpful emails there to support users, not sell them anything.</li> </ul>
<p><b>Flag up users at risk</b></p>	<p>Identify users nearing the end of their subscriptions. Use your database for this. You can then use tactics to convince them to stay on.</p> <p>You could try a newsletter to send out to these users, reminding them of the benefits of your product. You could also provide them with incentives to stay on, such as a free month, or discounts on your more advanced features.</p>
<p><b>Make your onboarding process better</b></p>	<p>Make it clear how your product adds value to the customer's business. You can do this through clear communication during the onboarding phase of the sales funnel.</p>
<p><b>Incentivize users to keep subscribing</b></p>	<p>Provide incentives to keep using your product. There are many ways you can do this. For example:</p> <ul style="list-style-type: none"> <li>● Have a sale.</li> <li>● Permanently drop your prices.</li> <li>● Provide a free month.</li> <li>● Use a referral scheme (e.g. if they get a friend to sign up to your platform, the user receives a discount).</li> </ul> <p>The more reasons there are for subscribers to stay, the higher the chance they'll keep renewing.</p>

<p><b>Improve your UX</b></p>	<p>The user experience needs to be seamless. It has to work properly without bugs or glitches. Otherwise, you're looking at users deciding not to renew. So, take a look at what's not working and streamline your UX.</p>
<p><b>Respond to customer complaints</b></p>	<p>Don't ignore negativity, use it as a chance to highlight flaws with your product. You can use complaints to actively look into (and fix) issues that may cause other users to leave.</p>
<p><b>Flag up your USPs</b></p>	<p>Make it clear how you stand out over your competitors. Cheaper? Good, let your users know they're saving money with you.</p> <p>Whatever your unique selling points are, flag them up so your users know they're getting a great deal.</p>
<p><b>Use long-term subscription packages</b></p>	<p>Aim to get users to commit on a long-term basis. How do you do that? Think about offering annual subscription fees with a big saving over monthly subscription costs.</p> <p>An annual subscription is the biggest upfront cost, but with a saving overall on the other packages.</p>
<p><b>Check your competitors</b></p>	<p>If it's geographical churn, your competitors may have increased sales in certain regions. Find out how you can respond.</p>
<p><b>Use dedicated account managers</b></p>	<p>If you have the resources, make sure your users receive one-to-one support. This'll help them through any difficulties and improve your customer service reputation.</p>
<p><b>Act on your findings</b></p>	<p>Once you've done your research, it isn't time to sit back and think you're done for the day. Act on your findings. Put in place new processes and procedures</p>

	to lower your churn rate and keep it there.
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Check out our collection of customer churn articles, on the Product Marketing Alliance website:

- [Your ultimate guide to churn](#)
- [What is customer churn analysis?](#)
- [Simple strategies for reducing customer churn](#)
- [How to reactivate churned users](#)
- [How to retain more customers](#)