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67% Reduction in Churn Rate and Improving Customer Retention by Leveraging Customer 360

Industry: Health and Nutrition, eCommerce, Subscription
Target Persona: CEO, CMO, Retention Marketer
Brand Size: $500M+

The Problem

The brand's CMO was struggling to understand the reasons behind high churn rates and wanted to identify when their customers were most likely to churn.

The brand was also unable to deep dive into churn reasons as their customer feedback data was siloed across platforms.

The Solution

Saras Analytics consolidated data from Shopify, Recharge, Aircall, and Google Analytics to create a robust analytical foundation and get the subscription brand's customer data ready for further analysis.

- **Customer 360:** Creation of Customer 360 dataset helped contextualize subscription retention rate and customer churn better. Saras used time-series analysis to analyze two years of historical data and identified critical churn periods.
- **Churn Driver Contribution:** Analysis of day-wise cancellation trends, churn drivers and customer segment reporting was set-up.

Personalized messaging was tailored to specific customer segments based on identified churn drivers and anticipated time of churn.

The Result

Brand observed a 67% reduction in their subscription churn rate. They also gained valuable customer insights and feedback, aiding in future strategy formulation and customer understanding.

"As the CMO, addressing high churn rate was crucial for us. Saras Analytics' bespoke solution and Customer 360 approach led to a 67% reduction in churn rate. This data-driven strategy not only secured short-term gains but also laid the foundation for long-term customer retention and satisfaction"

CMO, Health & Nutrition Brand

67%

Reduction in Subscription Churn Rate

Data Sources

Shopify, Recharge, GA4, Aircall

Engaged Saras Ecosystem

Daton + Consulting

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