Key Factors That Reduce Churn

This is an extra resource to go along with the original article:
[Cancellation Vs. Churn: What's the Difference?](#)

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1. Track customer engagement. Be immediately responsive when engagement dips.

2. Make onboarding a priority. When customers aren't sure how to correctly use your service, they'll stop trying.

3. Share tips along the customer's journey to help them get the most out of your service.

4. Be sincerely invested in the success of your customers (and show it by establishing a customer success program).

5. Respond quickly to customer issues, concerns, questions, or roadblocks.

6. Provide a steady stream of ongoing education to your customers via email. Don't just discuss your service, but also consider topics that your customer may be interested in learning more about.

7. Offer incentives as a way to demonstrate your continual value to your customer.

8. Know your strengths and weaknesses and be ready to capitalize on your strengths as part of your unique value proposition.

9. Personalize your email interactions by segmenting your email into different customer personas.

10. Learn the top reasons why your customers cancel and brainstorm ways to reduce or eliminate it from happening in the future.