

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:

Tactic	Method
Analyze why churn is happening	<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.</p> <p>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">• Send out a customer exit survey to complete.• Call the customer to ask for feedback.• Send out a personalized email asking for feedback.

Sounds shockingly simple, but it can be a very effective way to understand and fix the source of your high churn rate.

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 some valuable data on what users expect from you.

Engage with your users

Improve your customer experience with features like:

- Customer satisfaction surveys.
- Feedback bars.
- Social media support.
- Helpful emails there to support users, not sell them anything.

Identify users nearing the end of their subscriptions. Use your database for this. You can then use tactics to convince them to stay on.

Flag up users at risk

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.

Make your onboarding process better

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.

Incentivize users to keep subscribing

Provide incentives to keep using your product. There are many ways you can do this. For example:

- Have a sale.
- Permanently drop your prices.
- Provide a free month.
- Use a referral scheme (e.g. if they get a friend to sign up to your platform, the user receives a discount).

The more reasons there are for subscribers to stay, the higher the chance they'll keep renewing.

Improve your UX

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.

Respond to customer complaints

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.

Flag up your USPs

Make it clear how you stand out over your competitors.

Cheaper? Good, let your users know they're saving money with you.

Whatever your unique selling points are, flag them up so your users know they're getting a great deal.

Use long-term subscription packages

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.

An annual subscription is the biggest upfront cost, but with a saving overall on the other packages.

Check your competitors

If it's geographical churn, your competitors may have increased sales in certain regions. Find out how you can respond.

Use dedicated account managers

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.

Act on your findings

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 to lower your churn rate and keep it there.

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](#)

***P.s.** We've got a whole course on [Sales Enablement](#), too.*