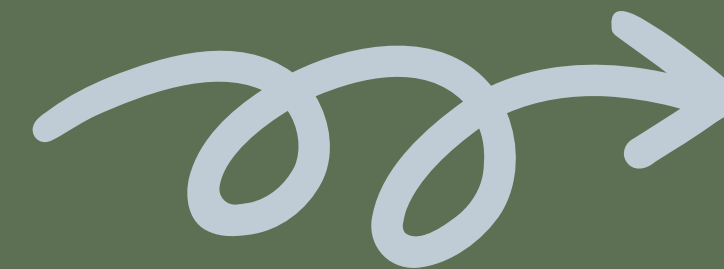




Enhancing Customer Lifetime Value: A Data- Backed Strategy for AuraFit



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Executive Summary: Tackling Customer Churn at AuraFit

Understanding the challenges of customer churn is crucial for AuraFit's growth, especially as 40% of new subscribers leave within the first three months.

AuraFit:

An online subscription service for personalized fitness and wellness plans.

Problem:

We are experiencing significant customer churn, particularly in the early stages of subscription.

Impact:

This high churn rate limits our growth, reduces Customer Lifetime Value (CLTV), and impacts overall revenue potential.

Data Point:

40% of new subscribers churn within the first 3 months (Q1-Q2 2025 data).



Insights into Churn

Understanding Customer Engagement Metrics

Churn Analysis (Q1-Q2 2025):

Highest churn occurs between weeks 4-8 – a critical period where initial enthusiasm fades.

Customer Feedback Surveys (Q2 2025):

30% of churned customers cited:
"Lack of personalized support"
"Difficulty staying motivated"

Engagement Metrics (Q1-Q2 2025):

Users engaging with personalized coaching at least twice a month have a 25% higher retention rate.

Competitor Benchmarking (Industry Report 2024):

Top competitors average 80% retention after 3 months, often with more proactive coaching.

Insight: We have a significant gap to close in proactive engagement and support.





Our Strategic Goal

We aim to **increase retention by 15%** in the next six months, targeting a shift from 60% to **69% retention** after three months.



Our Data-Backed Strategy

Key actions to improve customer retention and engagement

Proactive Onboarding & Check-ins

Assign a "Success Coach" for the first 8 weeks to provide support and guidance.

Enhance Motivation & Progress Tracking

Introduce a gamified "Milestone Achievement" system to boost user engagement and satisfaction.

Optimize Personalized Coaching Utilization

Implement calls-to-action for 1:1 coaching to encourage more users to engage with personalized support.

Continuous Improvement through Feedback

Regularly gather customer feedback to refine strategies and address evolving needs effectively.





Expected Outcomes and KPIs

Engaged, Loyal Subscribers

By enhancing customer experience, we expect to see an increase in **subscriber loyalty**, leading to improved retention rates and sustained engagement over time.

Revenue Growth

A focus on reducing churn will directly contribute to increased **revenue growth**, enabling AuraFit to invest in further service enhancements and marketing efforts.

Better Brand Reputation

Engaging customers effectively will improve our **brand reputation**, leading to positive word-of-mouth referrals and attracting new subscribers to AuraFit's offerings.





Questions or Feedback?

Let's implement the retention strategy
and drive AuraFit's success together!

