

Incentive Autopay to Maximize Customer Retention

Maximize Customer Retention by Incentivizing Autopay

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Date: _____

* Include image symbolic of autopay

Date: _____

Executive Summary

Main Idea
Manual auto
churn manual

Goal
Churn auto

Key Findings
Manual auto
overturning

Recommendation
12 months
Guaranteed

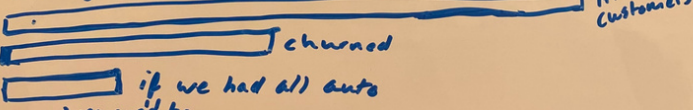
Manual pay customers are 2x more likely to churn than autopay customers. We can't lose more manual. Manual are dropping like flies

By converting manual pay to autopay, we can reduce churn up to 40%

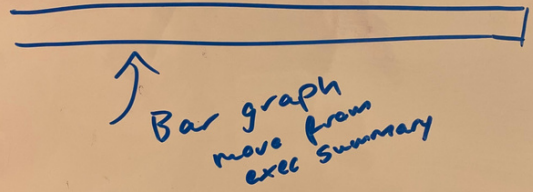
The majority of churned customers are manual pay. 35% of manual pay have churned + 16% of autopay

Incentivize auto-pay by locking in fixed-term fixed-cost plan.

Bar graph



4) Dangerously high churn rate



We cannot afford more churn!

6) Recommendations

Incentive Autopay without losing current customers

ACT NOW to lock in our best rate

Autopay customers

sample msg
 + pay with ease
 + save money today
 + save time

Refine msg w/marketing team

Bar graph w/ 7059 customers

Bar graph w/ what we have left

* We can reduce churn up to 40%

Next Steps

- Consider other autopay options Paypal, Venmo, etc.
- Track churn closely with autopay incentives
- Consider moving exclusively to autopay
- Analyze other factors influencing churn

8) Thank you for your time
My contact info