1. Find Out Why Customers Leave

Count leavers by joining month, tag every reason, find the danger window, fix the biggest reason first.

1 Count leavers by the month they joined

Joined	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6

Each row is a joining month; each column is month one, two, three of their life as a customer. Thandi (gym, Johannesburg): 6 out of 10 leavers left in their first 3 months.

2 Tag every reason (five tags only) and call within 48 hours

Reason tag	Count this month	Example words
Price		
Moved away		
No time / no results		
A service problem		
Never got started		

Ask two questions: "What made you decide to stop?" and "What would have made you stay?" Don't argue, don't sell. Write their words down.

3 Find the danger window

Group	Visits / orders in month 1	Mine
Leavers	fewer than 4	
Stayers	8 or more	

4 Fix the biggest reason first, then check in at day 30 and 90

Biggest reason picked (only one at a time)	[ ] Yes [ ] No
Fix in place (Thandi: 72-hour start, 3 sessions booked, 10 minutes with a trainer)	[ ] Yes [ ] No
Alert after 10 days with no visit: a personal message, not an automatic reminder	[ ] Yes [ ] No
Day 30 and day 90 check-in: "How are you finding it?" + "What's one thing we could do better?"	[ ] Yes [ ] No

Examples only; results vary. General business education, not financial, legal or tax advice.
Free tool from LoftyBiz. More free tools and Systex (our own product): loftybiz.net

2. Make Leaving Easy and Coming Back Easier

A friendly exit, a win-back list, the fix (not a discount), sent at 30, 60 and 90 days.

1 Your exit script (before a cancellation goes through)

Example (Mehmet, meal-prep subscription, Istanbul): "Before you go, would a pause for a month help? Or a smaller plan, with three meals a week instead of five?" One message to cancel, never a phone call during office hours.

My answer:

2 Win-back list (everyone who left in the last 12 months)

Name	Reason tag	Date left	What they bought	How long they stayed

3 One message per reason: offer the fix, not a discount

Reason	Example fix (Mehmet)	My message
Portions too small	"We've added a large size. Want to try it?"	
Short on money	The smaller plan	
Moved away	"Know anyone near your old address?"	
First order only	Within 7 days: "How was your first week?"	

4 Timing

Message	When	What to send
1	Day 30	The fix for their reason
2	Day 60	Something new, like a new menu
3	Day 90	The last message

Examples only; results vary. General business education, not financial, legal or tax advice.
Free tool from LoftyBiz. More free tools and Systex (our own product): loftybiz.net

3. Track What You Keep and Win Back

Leavers each month, the share you keep, and who comes back.

LoftyBiz
loftybiz.net

1 Monthly tracker

Month	Customers at start	Joined	Left	Churn %	Paused / smaller	Won back
1						
2						
3						
4						
5						
6						
7						
8						

2 Worked examples (illustrative)

Hook	5% lost a month: 0.95^12 = 54% left	Thandi before	32 of 400 left a month (8%)
Thandi after	18 a month (4.5%), 14 more kept	Over 6 months	84 x $25 = $2,100 more a month
Mehmet cancels	12 of 40 paused or downgraded	Win-back list	46 of 380 came back (12%)
Mehmet revenue	46 x $50 = $2,300 a month	Timing	day 30, day 60, day 90

3 Do this this week

[ ] List every customer who left in the last 3 months, and when they left
[ ] Call or message 5 of them and ask the two questions; tag each answer
[ ] Pick the biggest reason and fix that one thing
[ ] Add a pause option before anyone can cancel
[ ] Send your first win-back message to 10 former customers
[ ] Put your reason tags and win-back dates into Systex, so it happens every month

Thandi, Mehmet and their figures are illustrative. These are examples, not promises. Results vary. General business education, not financial, legal or tax advice.