

# Subscription-Based Online Services Business

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## Objective

- Increase average 1st yr customer retention from 25% to 35%

## Situation

- Focus to date has been on acquisition & operations

## Action

- Proactive outbound call to new members -- courtesy call to coach them through benefits based on behavioral insights
- Reengineered the billing process to account for credit card cycle times
- Moved price point to below a key psychological barrier point
- Revised renewal notice to focus on value
- Revised welcome letter and new member orientation newsletter

## Results

- In just 7 weeks preliminary results show nearly +20% on Trial members & up 4% on annual renewals
- Estimated annual increase in revenues at this point is \$1.6MM and we're just getting started



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*radical research-driven marketing*