

Customer Retention Playbook: Churn Within 90 Days (ChatGPT)

Top 5 Warning Signs

1. High Avg. Resolution Time for Support Tickets
 2. Payment Delays
 3. High Number of Support Tickets
 4. Will Churn Eventually (flagged by model)
 5. Churn Confirmation (for validation)
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Warning Sign #1: High Avg. Resolution Time

- **Trigger:** >15 hours average resolution time this month
- **Action:** Prioritize customer support
- **Timing:** Immediately after support metrics cross threshold

Email Template

Subject: We're Here to Support You Better

Hi [Customer Name],

We noticed some recent support cases took longer than expected to resolve. We're reviewing our processes to serve you faster.

Would you be open to a 15-minute call to ensure we're meeting your needs?

Thank you for being with us,
[CSM Name]

Warning Sign #2: Payment Delays

- **Trigger:** Payment delay >5 days
- **Action:** Flag finance and offer flexible billing options
- **Timing:** Within 48 hours of payment delay

Email Template

Subject: Let's Make Billing Easier

Hi [Customer Name],

We noticed a recent delay in payment. If there's anything we can do—whether it's scheduling or support—please let us know.

We're happy to work with you.

Best,
[Billing Team]

Warning Sign #3: High Support Ticket Volume

- **Trigger:** >5 tickets in a month
- **Action:** Proactive success review
- **Timing:** Weekly ticket volume report triggers this

Email Template

Subject: Let's Make Things Smoother

Hi [Customer Name],

It looks like you've had a busy month with support. We'd love to do a quick check-in to streamline your experience and help your team save time.

Let us know what works best for a call.

Best,
[CSM Name]

Warning Sign #4: "Will Churn Eventually" Flag = True

- **Trigger:** Model flag set to True
- **Action:** Escalate to retention specialist
- **Timing:** Within 1 week of flag appearing

Email Template

Subject: Checking In

Hi [Customer Name],

We'd love your feedback—what's working well, and where can we do better? Your experience is very important to us.

Please let me know if you have 15 minutes for a candid conversation.

Warmly,
[CSM Name]