

# Subscription churn

Manage subscriptions

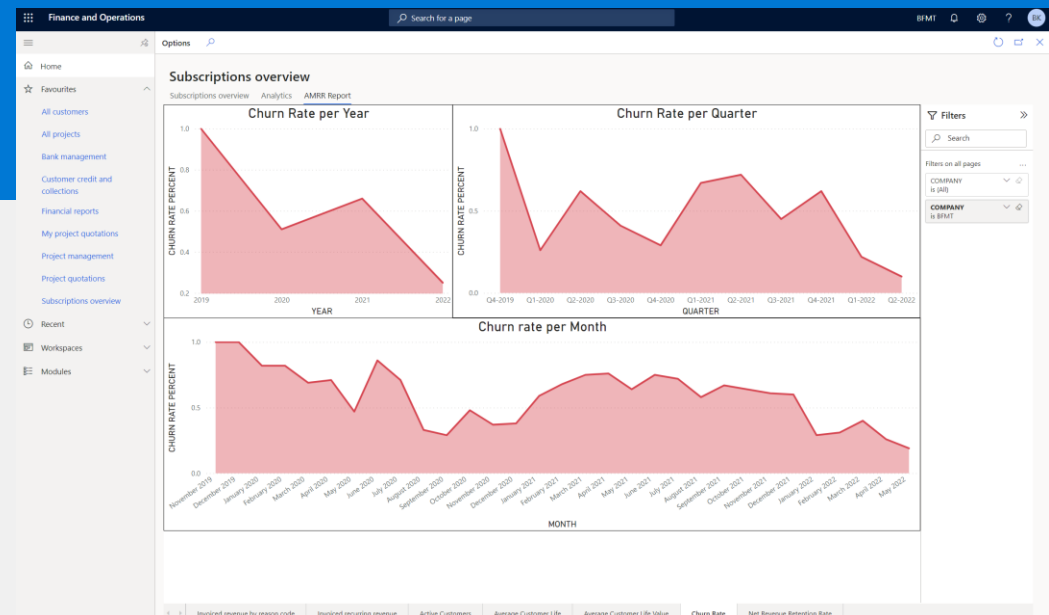
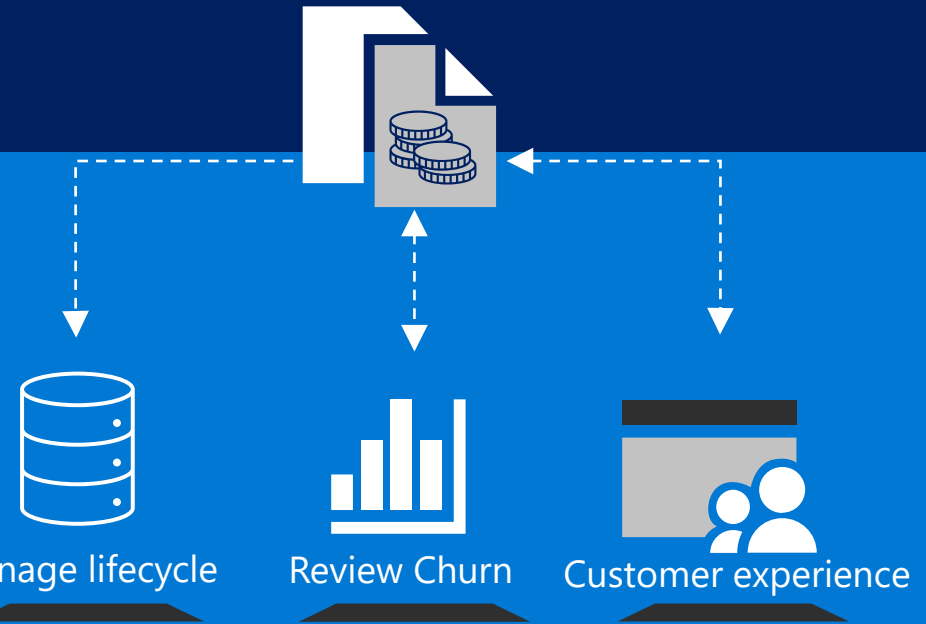
## Monitoring churn

As a business, it's important to keep an eye on your subscription management and retention rates. Churn is the percentage of customers who cancel their subscriptions in a given period of time.

It's essential to track churn because high churn rates can indicate that you're not satisfying your customers or that you have a poor product. Low churn rates, on the other hand, are indicative of satisfied customers and a good product.

## Churn ratio formula

*(number of customers or subscriptions cancelled in period) / (full number of active customers or subscriptions at the end of period) expressed as a percentage.*





# Managing low churn



Bluefort's Subscription solutions (LISA) for Microsoft Dynamics 365 focus core Subscription KPIs and Data.

There are many factors that can affect your churn rate, including the price of your subscription plan, the features offered by your product, customer service quality, and more. However, there are also steps you can take to reduce churn and improve retention rates:



Offer flexible plans and pricing options: Not everyone needs or wants the same features from their subscription plan. Offering different pricing levels and/or flexible plans allows people to choose what works best for them without having to leave your platform altogether. This also makes it easier for people to upgrade or downgrade their plans as needed without penalty fees.



Provide excellent customer service: When things go wrong – which they inevitably will at some point – make sure you have staff available who are able get things back on track as quickly as possible. Nothing turns away potential customers faster than bad customer service experiences!



Keep communication open: Make sure you're regularly communicating with subscribers about updates to the product or changes in pricing policies etcetera). Letting them know what's going on helps keep them informed (and hopefully less likely to cancel). You could even consider sending out surveys periodically asking subscribers how they're enjoying (or not enjoying) using your product/service – this information can be very helpful when trying determine where improvements need to be made.



Consider using automation tools: Automation tools like those offered by Bluefort's LISA suite that help manage customer interactions across your mission critical applications such as CRM and ERP). This means fewer missed opportunities for resolution (and happy customers!).

# Reporting Churn



Ensure your subscription operations stay up to date. Timely process execution is key to build strong and accurate data for analytics.

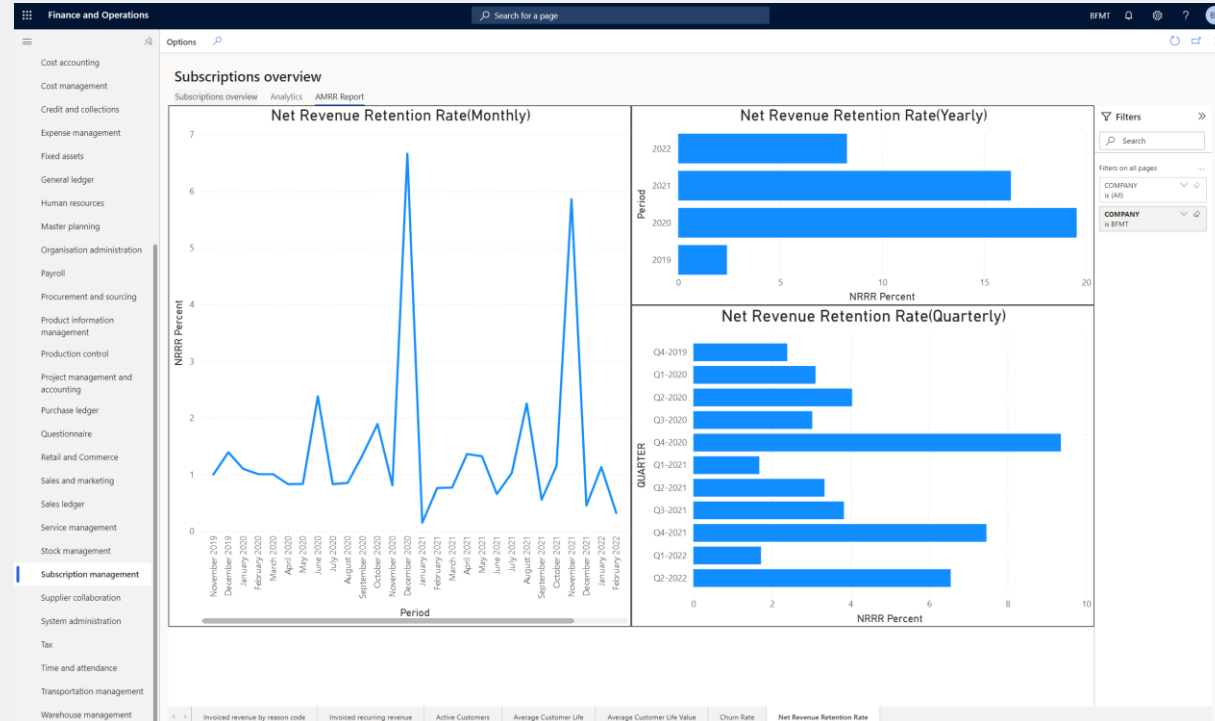


Manage customer success with a hybrid model of in-person and digital capabilities to communicate via multiple channels.



Deploy reliable data analytics and reporting dashboards

When you run LISA, you rely on in-depth customer churn reporting for LISA BusinessPro based on Microsoft PowerBI



For more information, visit [www.bluefort.eu](http://www.bluefort.eu) or mail us at [sales@bluefort.eu](mailto:sales@bluefort.eu)