

Valuable SaaS Customer Retention Strategies from the Experts

As a SaaS company, your ability to generate future growth depends mainly on your ability to retain existing customers. Here are some first-hand tips and strategies for effective customer retention, straight from the experts.



Daniel Steinman



Chief Evangelist,
Gainsight

“You need to **segment your customers** because you can't afford to treat them all the same. Then you can **map out the journey** that you want to take those customers on. Finally, you can create a **health score** which is simply a leading indicator so you don't have to wait 12 months to measure retention. [...]

If you do these three things and do them well, I guarantee you that you'll improve your retention numbers.

Val Geisler



Chief Email Optimizer,
Fix My Churn

“I want you to think about **transactional emails** as part of your retention strategy: [...] When we provide delight in the little moments, we open up opportunities for connection and a deepening of trust between brands and customers.

Robert Skrob

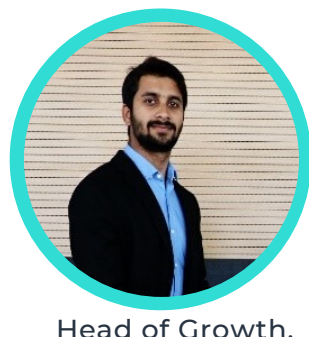


President,
Membership Services Inc.

“Understanding your 'Membership Math' numbers is now more important than ever. While some subscription companies have their CPA, MLV and retention rates, few use them in their cash flow forecasts. [...]

Subscription businesses will thrive based on how they use their KPI's to project cash flow.

Aazar Ali Shad



Head of Growth,
UserPilot

“To increase retention, I've always focused on two things.

One, providing **more value and education** up-front when the new users come in.
Second, providing **sticky features** so that the users think twice before they churn.

Ellie Wu



Sr. Director of CX Transformation,
SAP Concur

“Reducing churn is usually seen as a cost center, so while you are designing retention strategies, keep an eye out for **revenue opportunities**.

Hone your understanding of your **ideal customers** and the problems they trust our companies to fix in order to make money, save money, and/or reduce risk.

Ken Johnson



Co-founder/CXO,
Churn Buster

“Here's a quick win for SaaS companies looking to **reduce payments-related churn**: wait two or three days before you notify customers of billing issues. Sounds crazy, but simply retrying the card-on-file can clear well over 10% of missed payments.

Jeff Snyder



President,
Elumynt

“The customer experience should feel **personal** in every way.

Ask for feedback constantly and show how you're putting their feedback into action. Your customers should feel like you're tailoring your product or service to their needs.

Kristen LaFrance



Former Head of Growth and Community,
Churn Buster

“From the very first touchpoint, through the lifetime of a user's subscription, you need to create a **holistic experience** that gets ahead of 'dangerous' moments. It's about predicting and proactively responding to points of friction.

Shep Hyken



Customer Service & Experience Expert,
NY Times Bestselling Author

“For any subscription model, renewal begins the day the customer starts their subscription. [...]

Don't confuse repeat business with loyalty. Repeat business without loyalty means you are at risk of losing the customer to similar solutions over competitive issues, such as price.

Annette Franz



Founder and CEO at CX Journey Inc.,
Author and Keynote Speaker

“The most important thing any business can do to retain customers is to spend time understanding customers.

Customer understanding is achieved in three ways: **listening** (feedback, data), **characterizing** (personas), and **empathizing** (journey maps).

Bri Adams



Customer Success Team Lead,
ChurnZero

“If there is anything you can do to **be flexible** [...] do it. They'll remember those thoughtful gestures and the vendors that genuinely showed up for them during their time of struggle.

When all is lost, the easier you make it for someone to end their subscription with you, the more likely they are to come back or stay.

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