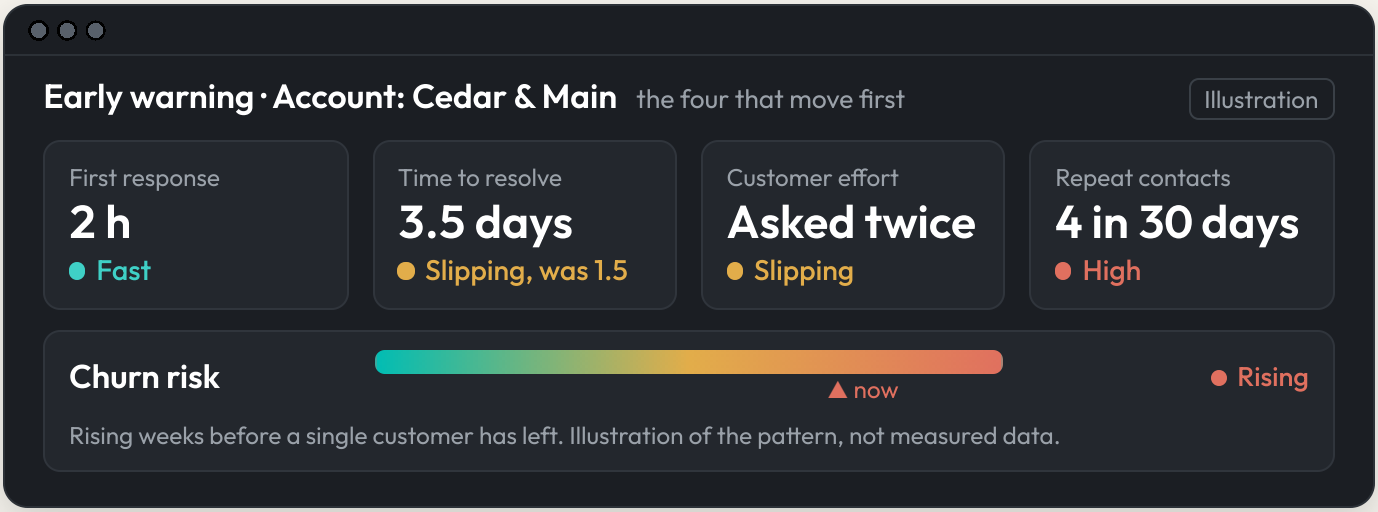
The metrics that predict churn

A best-practice guide from ImaginAItion Academies. Churn is the last number to move. Four service numbers move first. Watch those.



The four that move first

First response
Minutes from the customer asking to a person answering.

Time to resolve
Hours from asking to fixed, counted on the customer's clock.

Customer effort
"How easy was that?" Asked after every issue. Often tells you more than satisfaction.

Repeat contacts
Customers who had to ask again about the same thing.

Satisfaction and effort are different questions

Satisfaction asks		Effort asks
"Were you happy with us?"	→	**"How hard did we make it?"**
Rewards a friendly agent	→	**Rewards a problem that stayed fixed**
Tells you about today	→	**Tells you about the renewal**

Churn is the sum of every week you did not look. Review the four weekly, churn quarterly.

Three moments decide the renewal

Follow one customer from signing to renewal. Most of the outcome is set at three points you can name in advance.



Illustration of the pattern, not measured data.

What to do at each moment

Onboarding
Define "first value" and the day it should happen. Call anyone who has not reached it.

First issue
The first problem is the audition. Give it your fastest response and one owner to the end.

Renewal
Start 90 days out. Open with what they got, not with the invoice.

Build your own early warning

1. Pull the customers you lost
Last four quarters. Look at their service history in the 90 days before.

2. Find what they shared
Repeat contacts, slow first responses, an unresolved issue, a contact who went quiet.

3. Pick one signal
The one that showed up most among the lost and least among the kept.

4. Put it on every account
Green, amber or red beside each customer, updated weekly.

5. Give red an owner
A named person and a date for every red account.

6. Check it against reality
Each quarter, did red accounts leave more often? If not, change the signal.

> **What runs in ImaginAltion today:** the CRM, with every customer, deal and conversation in one record. Health scoring that predicts churn is the method on this page. It is not a shipped feature.

Start with an AI Assessment
We find where your service data lives and which early signal it can already show.
studios.imaginaitioninc.com/ai-assessment