FE2 ESSENTIALS

At-risk customers: warning signs and plays

FE2

fe2.biz/essentials/#at-risk-watchlist

Pick two warning signs you can already see. Write one play for each so any staff member can follow it within two days.

1 Our warning signs (tick two to start)

- [ ] No visit, booking or login in [3 weeks]
- [ ] A complaint or unhappy comment
- [ ] Visits or usage dropped by half compared with last month
- [ ] Minimum term or renewal ends within 60 days, with low use
- [ ] Says they "aren't getting much out of it"
- [ ] [Your own sign]: _____

2 What we do for each sign

Warning sign	What we do within 2 days	Who
No visit or login in [3 weeks]	Send a personal "we've missed you" message. Mention something new, and ask if anything has changed.	
Complaint or unhappy comment	Reply the same day. Fix what you can. Check back a week later.	
Low use and term ends soon	Move them into the renewal steps straight away.	
"Not getting much out of it"	Offer a quick walk-through of what they haven't tried. Offer a pause if life is busy.	

Find the real number

List customers who cancelled in the last 3 months. How many showed a warning sign first? _____ of _____. That's how many you could have seen coming.

At-risk customers: weekly health score

Give each customer a point for each "yes". 3 = fine. 2 = keep an eye on them. 0 or 1 = someone contacts them this week.

Business: Week of: Owner:

Our three questions (yes is good)

Q1: Visited or logged in within the last [14] days? Q2: Last payment went through? Q3: No complaints in the last 30 days? (Change them to suit you.)

Customer	Q1 (Y=1)	Q2 (Y=1)	Q3 (Y=1)	Score	Action	Contacted (date, who)	What they said