Plain-English terms

The words used in your FE2 report and these templates, explained simply.

Leak
A point where customers or money quietly slip away, such as people who sign up and never come back.

Recoverable revenue
An estimate of the yearly income you could realistically win back by fixing your leaks. It's based on your own answers, not a guarantee.

Retention score
A score out of 100 from your assessment showing how well you keep customers. Higher is better.

Estimated
A figure that used cautious general numbers because the answer was "Don't know". Replace it with a real count.

Getting started (activation)
The first steps a new customer takes after saying yes, such as finishing setup or attending a first session.

First result (first value)
The first moment a customer gets real value from you, the point where they think "this is worth it".

Trial or quote to paid
How many trials, free passes, free accounts or quotes turn into paying customers.

Failed payment
A payment that didn't go through, often because a card expired. These customers often didn't mean to leave.

Renewal
When a customer's plan, membership or contract rolls over for another term.

Engaged
A trial or new customer who is clearly interested, by your own definition, such as visiting three times.

At-risk customer
A current customer showing a warning sign that they might leave soon.

Win-back
Inviting a past customer to return, usually after you've fixed the reason they left.

Expansion
An existing customer buying more from you, such as a longer plan or an extra service.

Health number or score
One simple figure that shows how well a customer, or all your customers, are doing.

Pause
Letting a customer stop for a set time instead of cancelling.

Scorecard
A short weekly table of counts that shows whether the work is paying off.

Monday list
The list each owner checks every Monday, such as people who signed up 7+ days ago and haven't started.

Whoever manages your product
The person or company that looks after your website, app, booking or payment system.