Seven rules of keeping customers

Everything in your FE2 report comes back to these seven ideas. Pin this up, and come back to it whenever you're unsure what to do.

1 Customers decide early

The first days set the tone. Someone who gets a win early has a reason to stay.

2 One next step beats ten options

Choice feels generous, but it stalls people. Always make the next step obvious.

3 Silence is rarely a "no"

People get busy, confused or distracted. Most have simply stalled, and a kind nudge can restart them.

4 Someone must own it

When everyone looks after a stage, nobody does. Every leak needs one name beside it.

5 Automate the reminder, keep the relationship personal

Use email for the routine messages, and a real person for the moments that matter.

6 Ask, then listen

Your customers know exactly why they stalled or left. Their words are better than any guess.

7 What you count each week, you improve

A number seen every Monday gets attention. A number seen once a quarter gets excuses.

A word on honesty. Everything should feel like good service, never like a trick. Don't invent deadlines, hide the cancel button or make leaving hard.