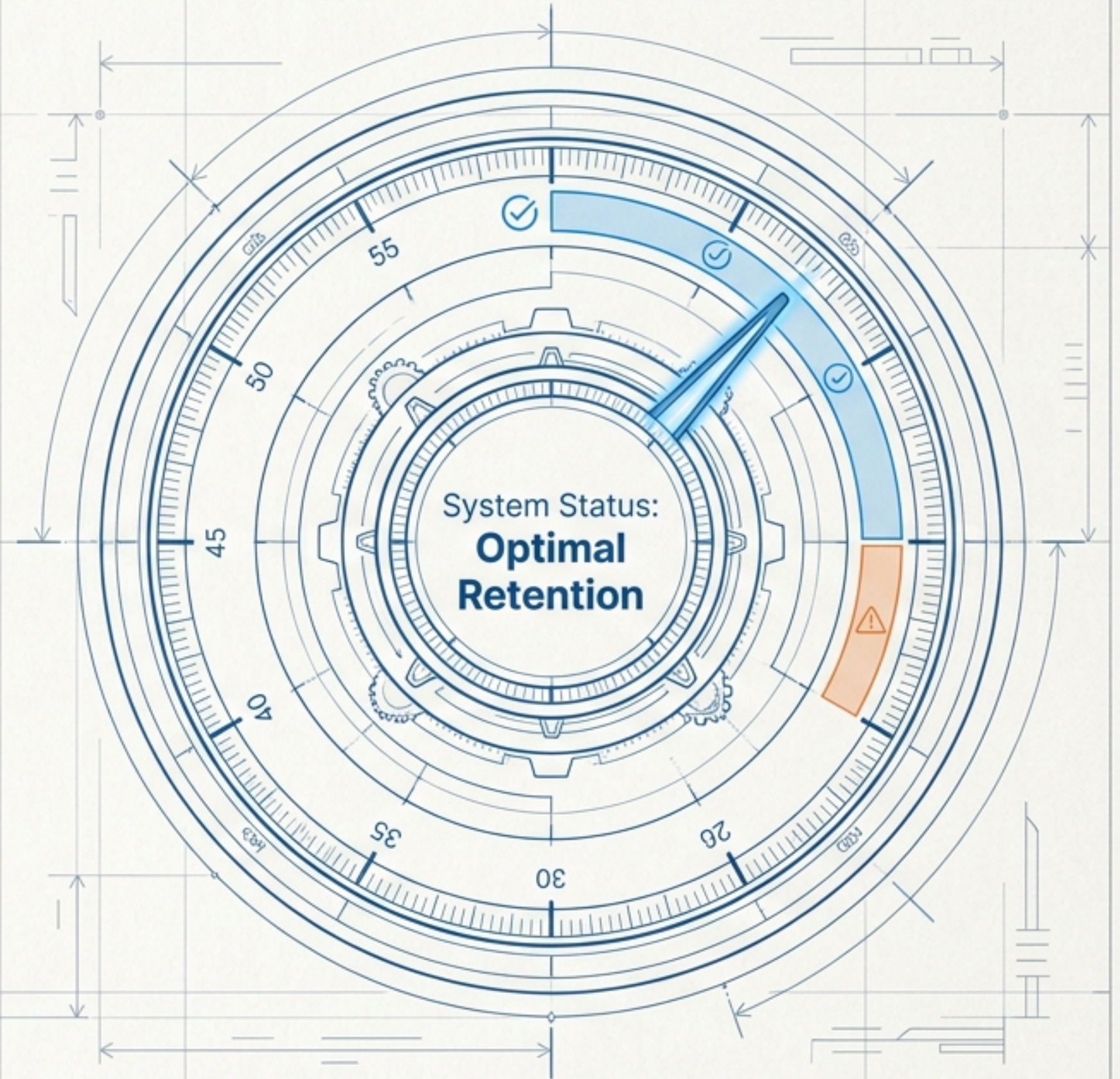


Engineering Customer Retention

A strategic diagnostic toolkit to measure, analyze, and eliminate system friction and customer churn.

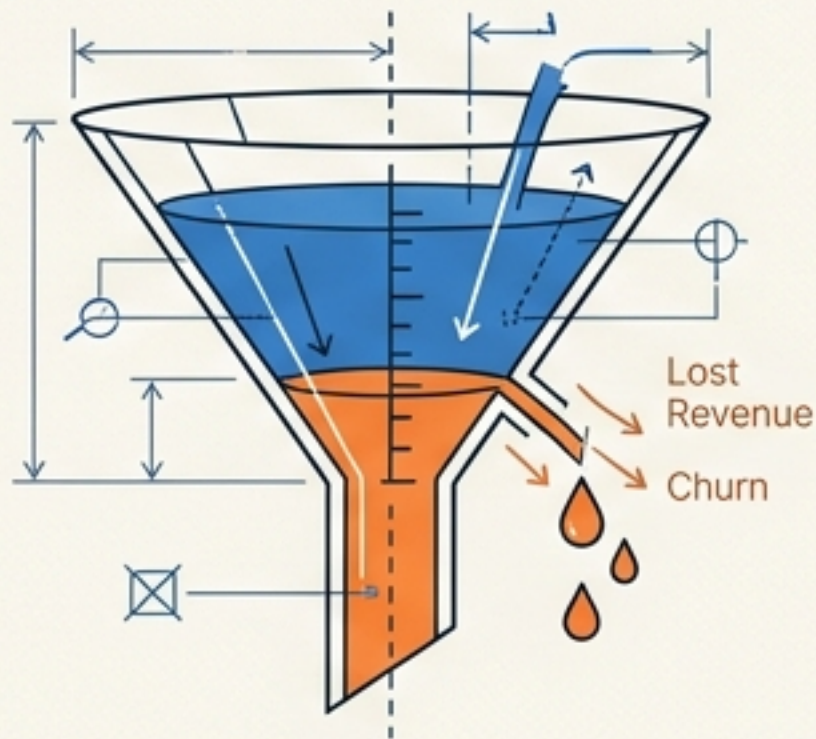


Diagnosing System Inefficiency

The Leak

Customer Churn Rate

The percentage of customers who discontinue their relationship with a company over a specific period.



System Health Barometer

Internal Friction

Poor customer service or inadequate product offerings.

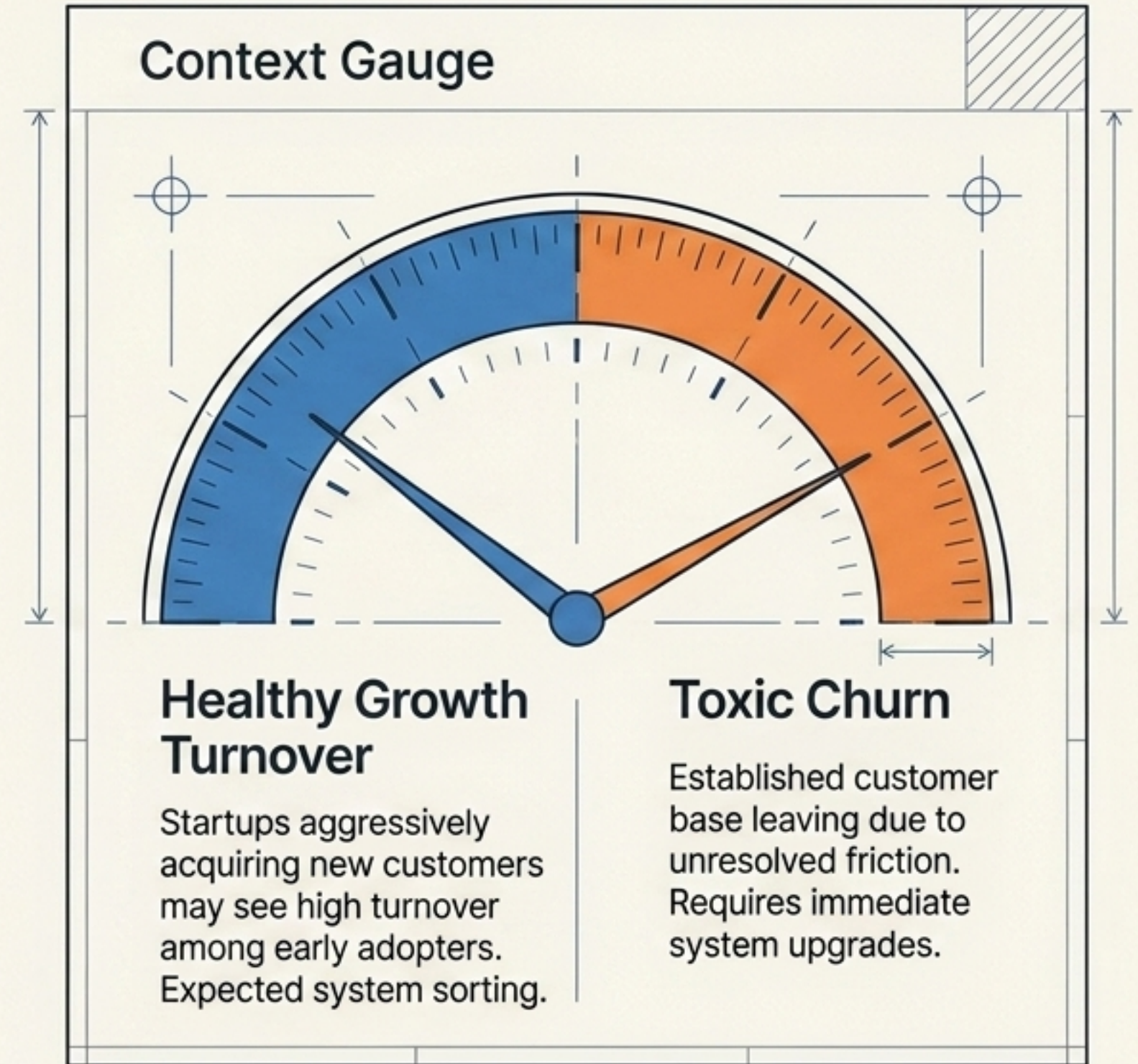
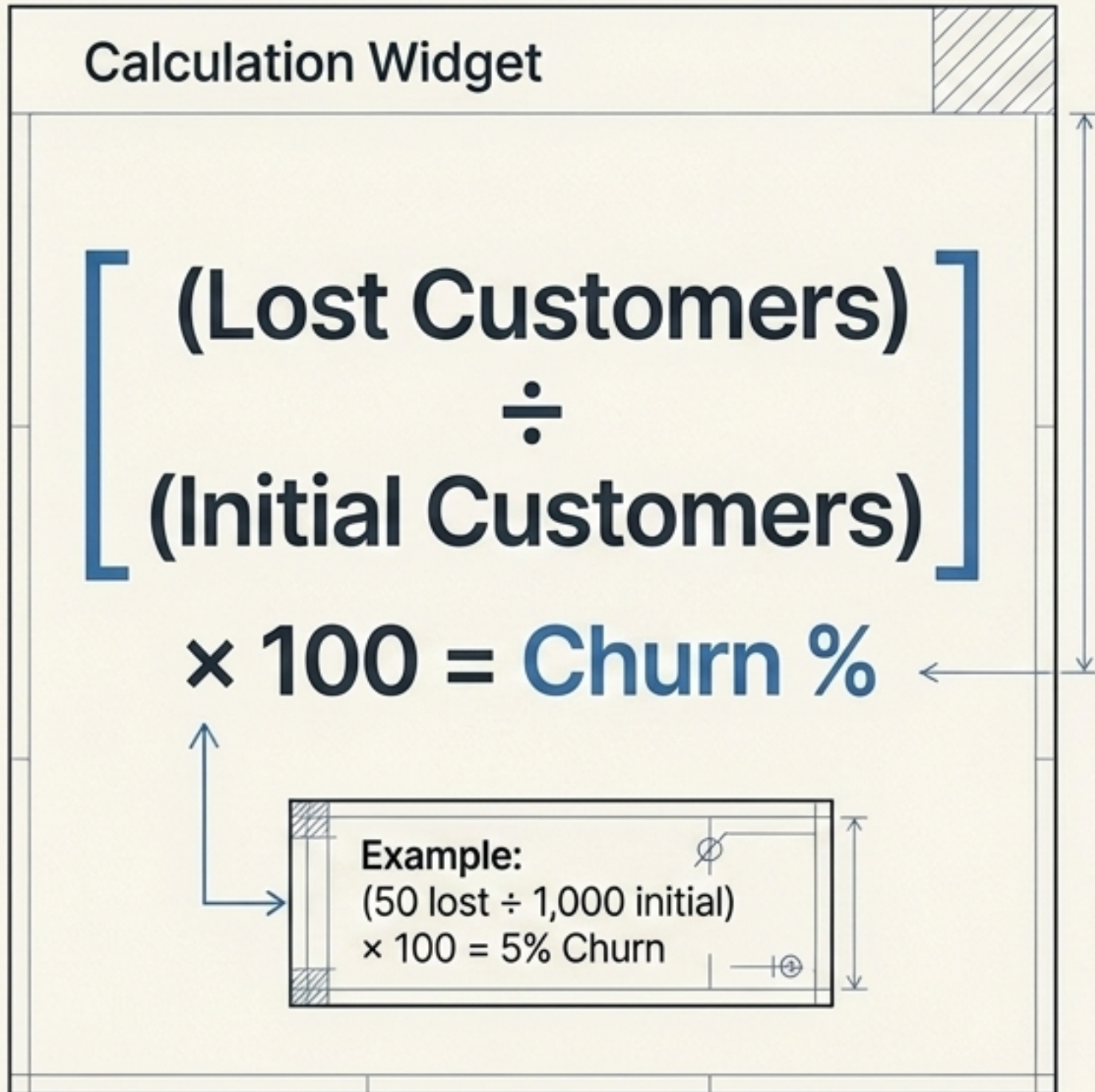
External Shifts

Increased market competition or shifting consumer dynamics.

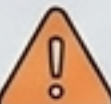
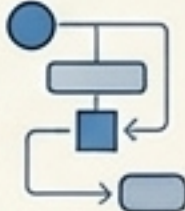
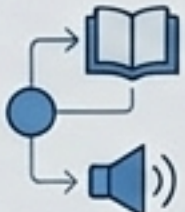
Strategic Viability

A direct barometer for customer loyalty and long-term cost efficiency (retaining is fundamentally cheaper than acquiring).

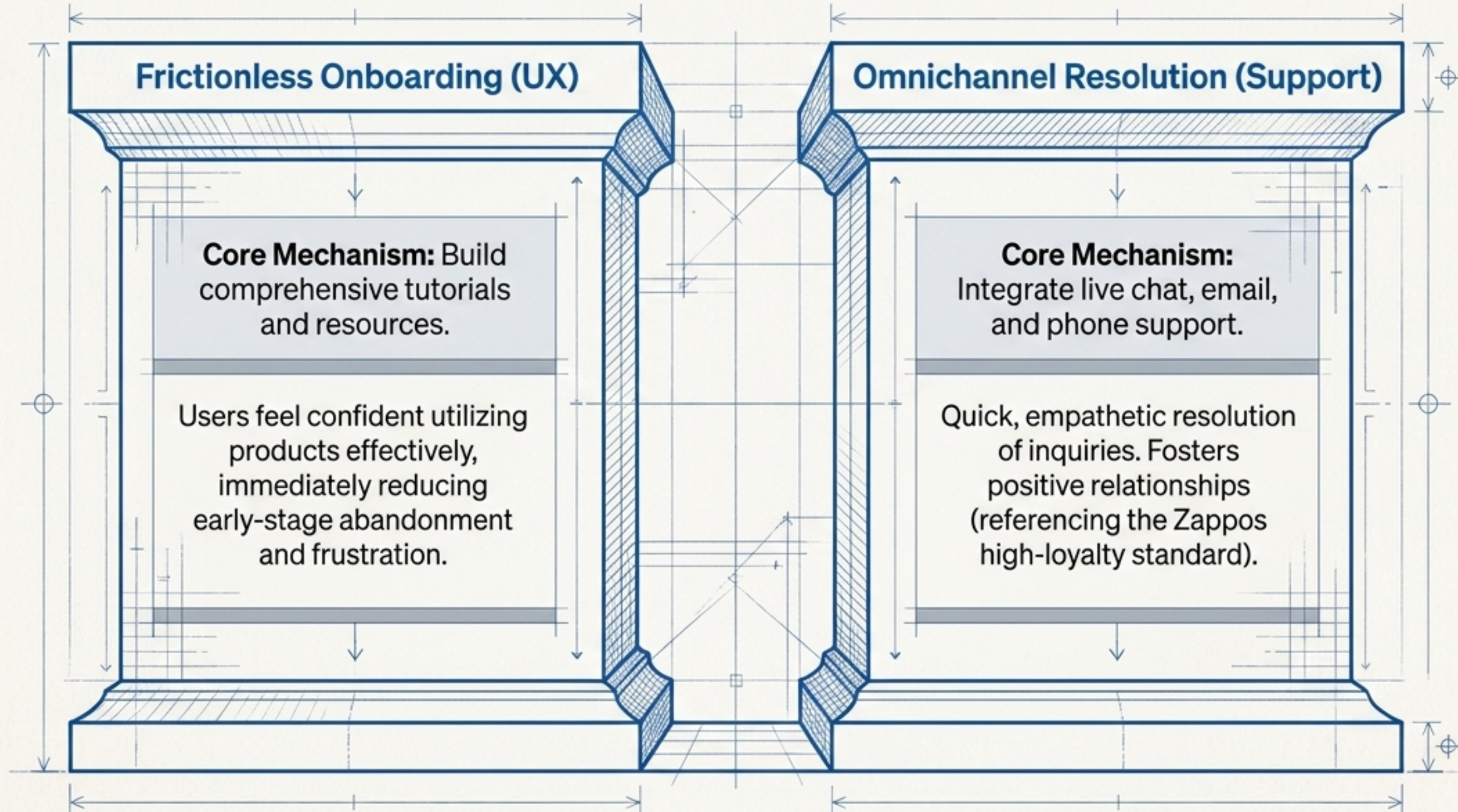
Calculating Baseline System Health



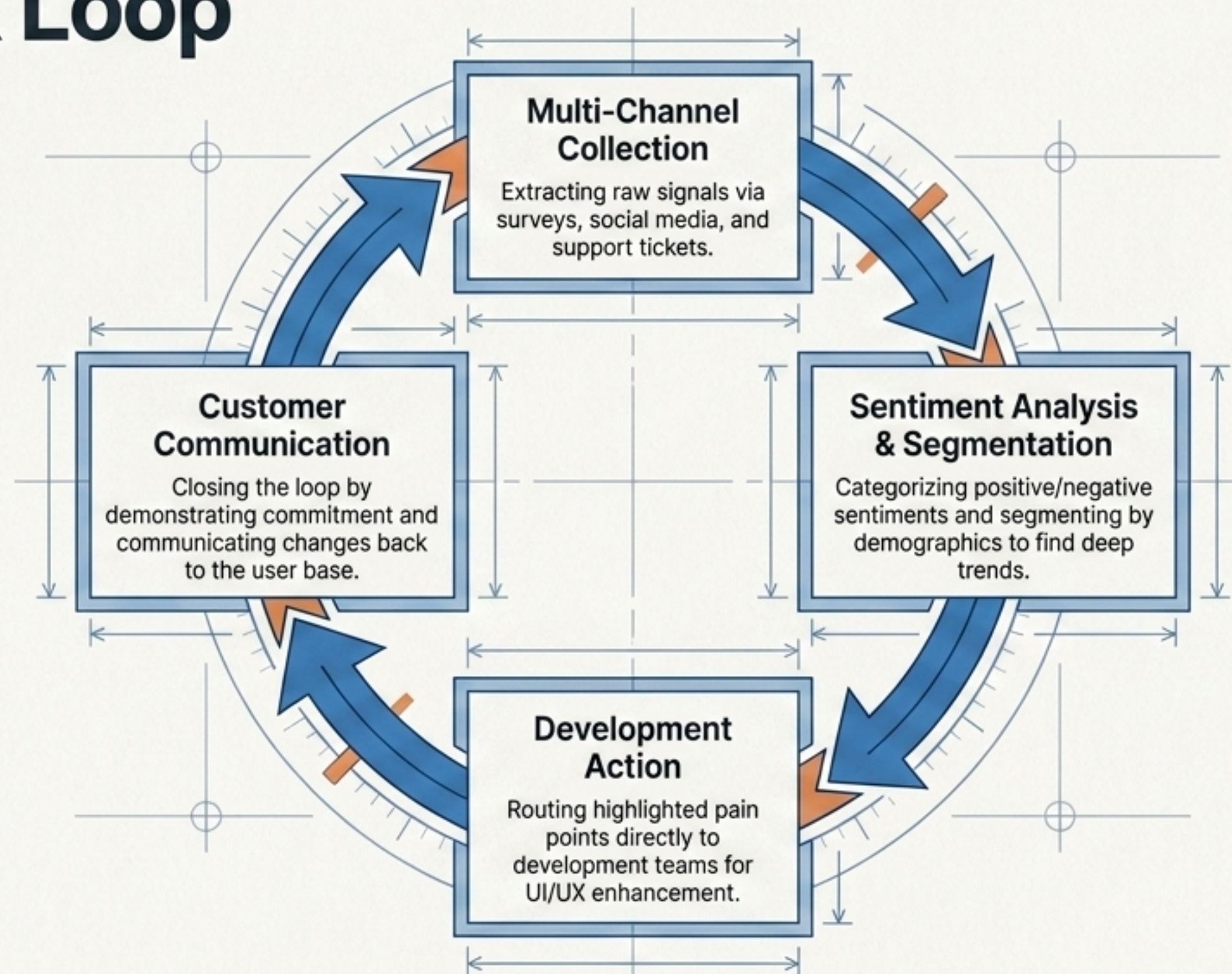
The Churn Friction & Resolution Matrix

Friction Point	Symptom & Impact	Required Upgrade	Action Blueprint
Service Failure 	Symptom: Unresolved issues, long wait times. Impact: Trust erosion.	 Omnichannel Support	The Zappos Model (empowered, empathetic frontline resolution). 
Value Disconnect 	Symptom: Price hikes without feature parity. Impact: Competitor defection.	 Loyalty Engine	Discounted renewal rates and exclusive early access. 
UX Friction 	Symptom: Navigation issues, product complexity. Impact: Abandonment.	 Experience Layer	Comprehensive onboarding tutorials and UI/UX redesigns. 
Macro / Economic 	Symptom: Market downturns. Impact: Discretionary spend cuts.	 Perceived Necessity	Position as a trusted partner via educational resources and webinars. 

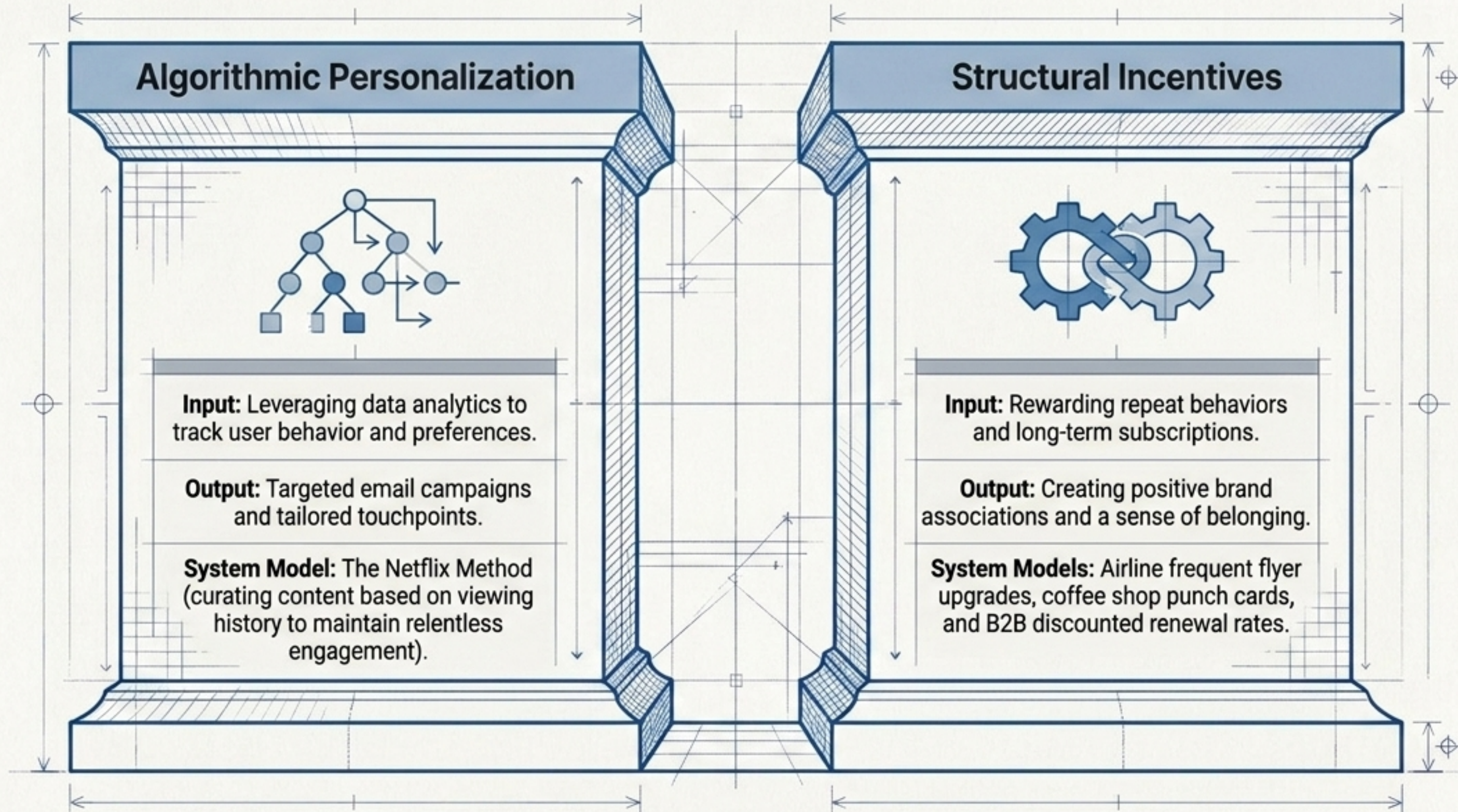
Upgrade 1: The Experience & Support Layer



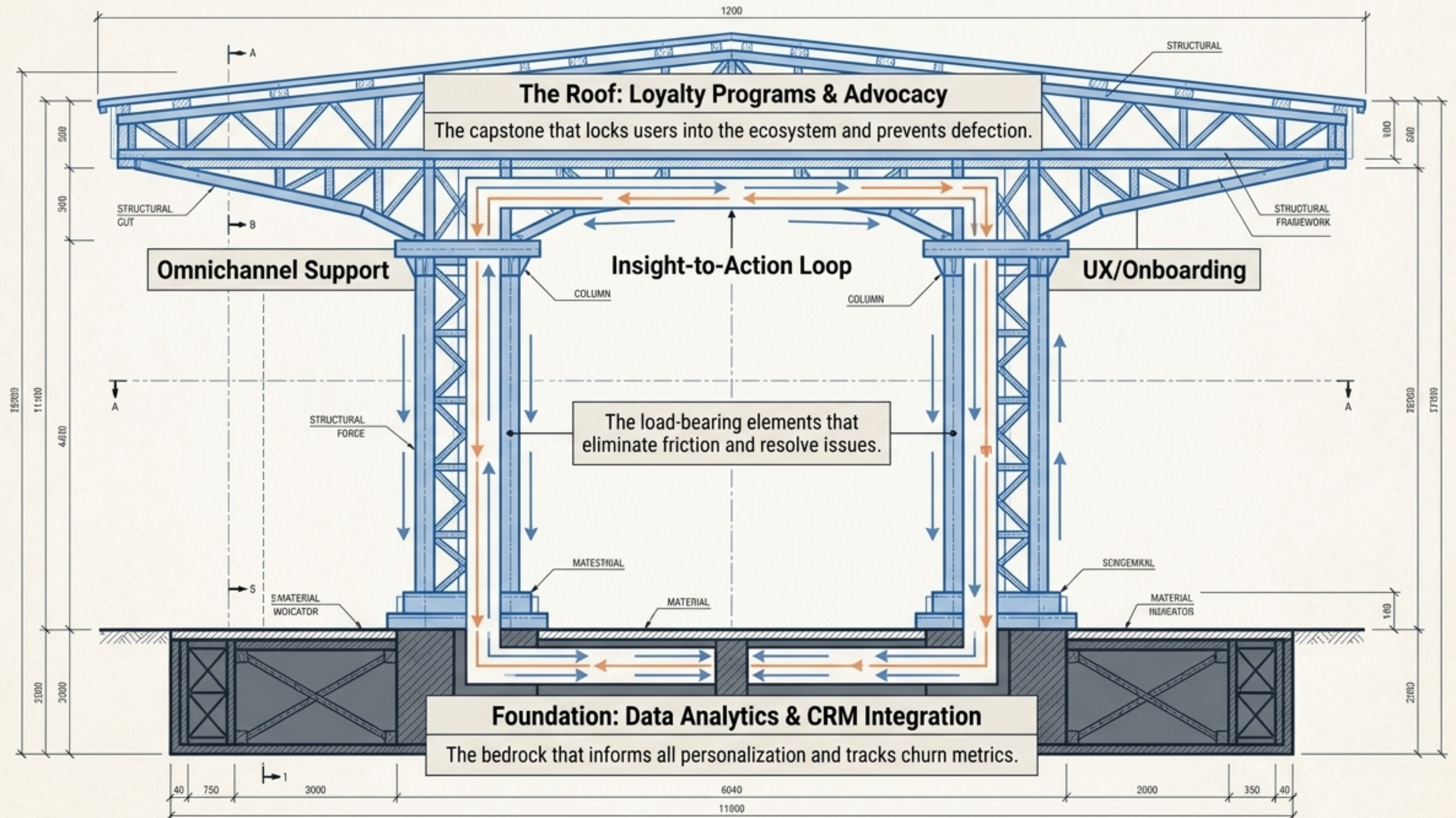
Upgrade 2: The Insight-to-Action Feedback Loop



Upgrade 3: The Value & Loyalty Engine



The Customer Retention Architecture



Continuous System Maintenance

