YOUR QUICK TOUR

Retention is a journey, not a coupon

Customers return when the promise stays useful, the experience stays easy and the business keeps paying attention.

Meet Maya and the silent cancellations 3

Map the return journey 4

Set expectations and welcome well 5

Deliver value customers can notice 6

Check in before problems grow 7

Repair small problems with care 8

Create a useful reason to return 9

Measure, learn and improve 10

10 business ideas with first tests 11

Your seven-day retention sprint 13

Your retention worksheet 14

YOUR FINISH LINE

One clear promise, one smooth first success, one early warning signal, one useful next step and one weekly learning habit.

01 / MEET YOUR GUIDE

Maya listens before customers disappear

Fictional example: Maya, her office-plant service and all customer details are invented.



THE QUIET PROBLEM

Maya wins new offices, but several stop after two months. She sends discounts, yet few return. Her team never asked what customers expected or noticed early signs of frustration.

THE JOURNEY RESET

She clarifies care visits, gives each client a simple welcome plan, sends a progress photo after service and checks in before renewal. When a plant fails, she fixes it quickly and explains what changed.

THE LESSON

Retention begins before the sale. Clear expectations, visible progress and easy recovery give customers a reason to trust the next step.

02 / SEE THE WHOLE RELATIONSHIP

Map the return journey

A repeat purchase is the result of connected moments. Design each moment, then look for gaps between them.

1 / PROMISE

The customer understands the outcome, scope, timing, price and limits before buying.

2 / FIRST SUCCESS

The welcome is simple and the customer reaches one useful result quickly.

3 / ONGOING VALUE

Delivery is reliable, progress is visible and help is easy to reach.

4 / RECOVERY

A concern is heard, owned and repaired without defensiveness or hidden steps.

5 / NEXT BEST STEP

The customer receives a relevant reason to renew, reorder, expand or return.