

The Early-Churn Checklist.

Nine signals that predict a cancellation months before the renewal. Score your own book in ten minutes.

Most churn is not decided at renewal. It is decided months earlier, in the quiet weeks when nobody was watching the account. Run this checklist across your customers, one account at a time. Tick every signal that is true today. The boxes you tick are your early warning, while there is still time to act.

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- 1 ☐ **Usage has quietly dropped from its own baseline.**
Not zero, just lower. A steady decline against the account's own normal is the earliest signal there is.

 - 2 ☐ **Activity has narrowed to a single user.**
One champion logging in is one resignation away from a dead account. Breadth is what makes you hard to remove.

 - 3 ☐ **Your champion has gone quiet, changed role, or left.**
The person who bought you is the person who renews you. When they go dark, the relationship is exposed.

 - 4 ☐ **They never reached, or have drifted from, first value.**
If the account never hit the outcome it signed up for, it is running on goodwill. Goodwill does not renew.

 - 5 ☐ **The goal they bought for has gone unspoken for a quarter.**
If neither of you has mentioned the original objective in months, you have stopped proving value. They have noticed.

 - 6 ☐ **Support friction has risen in volume, severity, or tone.**
A spike in tickets, or a sharper tone in them, is frustration finding a voice. It rarely stays in the support queue.

 - 7 ☐ **They have stopped asking for anything.**
Customers who are invested push for features and fixes. Silence is not contentment. Often it is a quiet exit.

 - 8 ☐ **No economic buyer is reachable, only an end user.**
If you cannot get to anyone who controls budget, you cannot defend the renewal when budget season arrives.

9



The renewal is approaching and no one has worked it.

A renewal that creeps up unworked is the single most common avoidable churn. The calendar is not on your side.

How to read your score.

0 TO 2

Healthy.

This account is in good shape. Keep doing what works, and look for the moment to grow it.

3 TO 5

Drifting.

Reversible, but not on its own. Pick the signals that are true and act on them this month, not at renewal.

6 OR MORE

At risk.

The renewal is in real doubt. This needs a direct, honest conversation and a written recovery plan now.

WHEN THE CHECKLIST KEEPS LIGHTING UP

If you are ticking boxes across your whole book, the problem is the system, not the accounts.

The Founder's Customer Success System turns these signals into a monthly motion: a health score you can run in minutes, an onboarding sequence that prevents the early drift, and a renewal play that starts before the customer does. It is built for founders running CS solo, and it is what this checklist points to next.

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