

SCORE YOUR FIRST MONTH. MARK EACH AS ✓ (STRONG) OR x (LEAK):

Time	Action	Mark
Day 0–1	Customer receives instant confirmation	
	Clear next steps within 24 hours	
Week 1	Customer achieves a quick win	
	They know how to measure progress	
	They feel a “moment of value”	
Week 2	Proactive check-in sent	
	Resources or tips provided	
	No unanswered questions	
Week 3	Human touchpoint delivered	
	Customer feels seen and supported	
	No confusion about how to use the product/service	
Week 4	90-day roadmap shared	
	Future expectations are clear	
	Customer shows signs of engagement	

SCORE INTERPRETATION:

✓ 13–15 = STRONG RETENTION ENGINE

✓ 9–12 = LEAKS COSTING YOU LOYALTY

✓ < 9 = HIGH EARLY-CHURN RISK