



Churn Signals to Watch

Behavioral Indicators + Recommended Winery Responses

Members rarely cancel out of the blue. They signal disengagement long before they hit the “unsubscribe” button. Spotting these early, and responding intentionally, can save thousands in recurring revenue.

1. Declining Engagement

Signals:

- Fewer tasting room visits
- Long gaps between purchases
- Lower event attendance
- No interaction with emails or SMS messaging

Recommended Responses:

- Send a warm, personalized “We’d love to see you again” message
- Offer a small perk (bonus tasting, first access invitation)
- Trigger a re-engagement automation with personalized recommendations
- Invite feedback: “How can we make your membership work better for you?”

2. Skipped or Paused Shipments

Signals:

- Multiple shipment skips within a year
- Frequent use of pause functionality
- Requests to push billing dates

Recommended Responses:

- Ask if preferences have changed - offer swaps or a different tier
- Suggest switching to flexible billing or subscription credit model
- Provide a curated “build-your-own” option
- Add a personal note from the club or hospitality manager

3. Payment Friction

Signals:

- Failed payments with no follow-up
- Expired cards not updated
- Members ignoring billing reminders

Recommended Responses:

- Trigger automated card-updater + gentle reminders
- Offer simple online tools to update billing
- Send a personalized check-in after repeated failures
- Reassure the member that their benefits remain intact during resolution

4. Negative Feedback or Service Issues

Signals:

- Complaints about shipping delays or damaged packages
- Frustration about benefits, tier confusion, or billing
- Feedback that goes unanswered

Recommended Responses:

- Acknowledge quickly with empathy
- Offer a small service recovery perk (replacement bottle, tasting credit)
- Review their membership settings to prevent repeat issues
- Close the loop with a follow-up: “Did everything get resolved?”

5. Reduced Perceived Value

Signals:

- Comments about cost or benefits not feeling “worth it”
- Uncertainty about what their membership includes
- Comparing your club to others

Recommended Responses:

- Reinforce benefits via “Here’s what you’re enjoying as a member”
- Highlight upcoming perks, events, or exclusive access
- Offer an account review or help optimizing their tier
- Share personalized recommendations to refresh the experience

6. Transaction-Only Behavior

Signals:

- Member purchases only when there’s a discount
- No engagement with the broader club ecosystem
- Not opening winemaker notes or storytelling content

Recommended Responses:

- Tailor communications with product-forward content
- Introduce curated bundles aligned to past purchase behavior
- Create a simple “member favorites” add-on path
- Offer small experiential value adds to bridge the relationship gap

7. Signs of Life Change or Relocation

Signals:

- Updated address to an out-of-state location
- Shipping reroutes or long-term travel holds
- Notes about downsizing or budget changes

Recommended Responses:

- Offer ground-friendly shipping windows or seasonal holds
- Recommend a lighter-tier membership or subscription model
- Reassure them that distance doesn't diminish their experience
- Provide digital-exclusive benefits for remote members

8. Silent Members (Most At-Risk)

Signals:

- No purchases
- No engagement
- No event attendance
- No skips... just drifting

Recommended Responses:

- Trigger a personal outreach from your hospitality team
- Invite them to update preferences ("Help us tailor your experience")
- Offer a re-engagement tasting or virtual check-in
- Lead with care, not sales pressure - silent members often return when seen