



# Churn Signals to Watch

## Behavioral Indicators + Recommended Winery Responses

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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.



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### 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