

THE CUSTOMER CHURN AUDIT

25 Questions Every Business Should Be Asking

A Free Diagnostic from Consumer First Business Solutions

How to use this audit

Work through each section honestly. For every question, mark YES, NO, or NOT YET. At the end, count your "No" and "Not Yet" answers — each one is a retention risk hiding in your business. The goal isn't perfection. It's clarity.

Scoring guide: 20–25 YES = strong foundation • 12–19 YES = growth opportunity • Under 12 YES = urgent attention needed

Section 1: Onboarding & First Impressions (Human)

Does your customer's first experience reflect the promise you made?

Question	YES	NO	NOT YET
Do new customers receive a clear, warm welcome within 24 hours of purchase or sign-up?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is your onboarding process documented and consistent across all touchpoints?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do customers know exactly what to expect next after they buy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is there a human touch point (call, personalized email, or check-in) in your first 30 days?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you asked new customers how they felt about their onboarding experience?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 2: Communication & Responsiveness (Human)

Are you communicating in a way customers actually experience as human?

Question	YES	NO	NOT YET
Do you respond to customer inquiries within a defined, consistently met timeframe?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is your communication tone consistent, warm, and aligned with your brand voice?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do customers have more than one clear channel to reach you (email, phone, chat)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are your automated messages personalized with the customer's name and context?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you proactively reach out to customers — not just when there's a problem?

Section 3: Product or Service Delivery (Actionable)

Are you consistently delivering what you promised?

Question	YES	NO	NOT YET
Do you have a clear process for handling delivery issues, delays, or service gaps?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do customers regularly receive what was promised — on time and to spec?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is your quality consistent, or does it vary depending on the day or team member?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a documented escalation process when something goes wrong?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you surveyed customers specifically about delivery quality in the last 90 days?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 4: Feedback & Listening Systems (Actionable)

Do you have real systems for hearing your customers — not just anecdotal feedback?

Question	YES	NO	NOT YET
Do you collect customer feedback at regular, defined intervals (not just when you remember)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a process for turning feedback into action — and telling customers what changed?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you track your Net Promoter Score (NPS) or a similar loyalty metric?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are customer complaints logged, categorized, and reviewed for patterns?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do frontline team members have a way to escalate feedback to leadership?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 5: Retention & Loyalty Strategy (Profitable)

Are you proactively working to keep customers — or just hoping they stay?

Question	YES	NO	NOT YET
Do you know your current customer churn rate by month or quarter?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a defined win-back strategy for customers who've gone quiet or cancelled?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Do you reward loyal customers in a meaningful, personalized way?
- Is there a loyalty or referral program in place — and is it actively promoted?
- Have you identified your top 20% of customers by revenue and created a VIP experience for them?

My Audit Score

Total YES	Total NO	Total NOT YET
_____ / 25	_____ / 25	_____ / 25

Ready to fix what you found?

Book a complimentary 15-minute strategy call to discuss next steps at consumerfirstsolutions.com