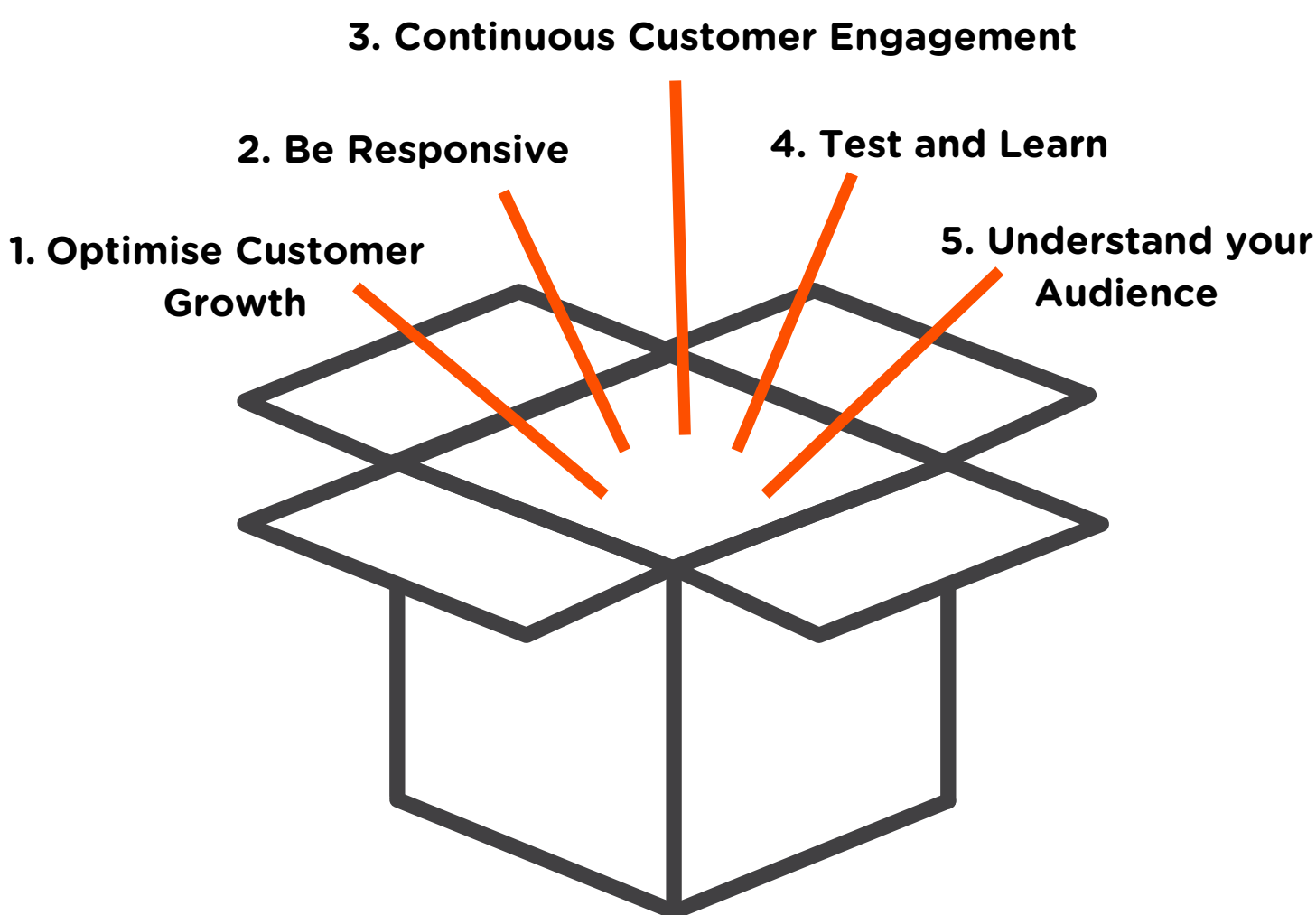


Think Outside (& Inside) the Subscription Box

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With subscriptions set to become ever more competitive in the future, insight into this market is important.

1. Optimise Customer Growth

Number of customers is directly proportional to the growth of your revenue. Ease of sign-up and onboarding coupled with exceptional customer experience will ensure that customer growth is maintained, avoiding customer churn.

2. Be Responsive

The subscription model business is likely to continue to evolve at a rapid pace. For example:

- New competitors may enter the market with a differentiated offering.
- External factors could impact your product, operational costs and even customer needs.

Your subscription model strategy must allow for growth in this dynamic environment.

3. Continuous Customer Engagement

Customer loyalty requires ongoing interaction, and your subscription service should offer reliable customer care, high-quality goods, and an unrivaled customer experience. Keeping things interesting could be as simple as the ability to provide reviews and direct feedback, personalisation options or to change selections regularly.

4. Test and Learn

Monitor the performance of all elements to your subscription model from your acquisition channels, products, packaging and pricing, and operational costs. Be prepared to make adaptations when required. Reviews and business monitoring will ensure growth happens, with a relevant structured test and learn the strategy.

5. Understand your Audience

Understand, analyse, and research your customer base frequently. The dynamics of your initial target base might change as a result of new subscribers. Regular analysis of your subscriber base will reveal evolving personas, how to maintain their engagement, their preferences, and even your price plans. By increasing your customers knowledge, you can start to build a stronger two-way relationship.

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