

# Subscription Service Customer Retention Journey Map

## For Automation

### 1. Onboarding

**Customer Goals**

Understand features  
Set up account

**Automation Opportunities**

Automated welcome emails  
Guided product tours  
Onboarding checklists

**KPIs**

Account setup rate  
First action completion

### 2. Engagement

**Customer Goals**

Use key features  
Find value

**Automation Opportunities**

Personalized tips  
Usage reminders

**KPIs**

Active users  
Feature adoption

### 3. Value Realization

**Customer Goals**

Measure ROI  
Achieve results

**Automation Opportunities**

Automated reporting  
Milestone celebrations

**KPIs**

Milestone completions  
Success stories submitted

### 4. Renewal

**Customer Goals**

Review subscription  
Decide to continue

**Automation Opportunities**

Automated renewal reminders  
Discount offers

**KPIs**

Renewal rate  
Time to renewal

## 5. Advocacy

### Customer Goals

Share experience  
Refer others

### Automation Opportunities

Automated referral requests  
NPS surveys

### KPIs

Referrals made  
NPS score