

# 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