

PRESENTATION

Fernway Tea: September Review

A one-page-per-topic look at how the tea subscription did last month
and what changes in October.



Made with MagicSlides

OVERVIEW

The Month in Brief

Fernway (a fictional two-person business) grew subscribers for the fifth month in a row. **Churn rose slightly** after the price change, and **shipping costs** are now the biggest open problem.

Explore the **4 core pillars** that define this topic — each backed by research and real-world insight.

01 Good

Gift subscriptions doubled after the August newsletter.

KEY

02 Watch

Monthly churn went from 4.1% to 4.8% after the \$2 price rise.

CORE

03 Problem

Courier rates went up 11% on 1 September.

FOCUS

04 Decision

Test a quarterly plan to cut shipments per customer.

IMPACT

Key Metrics

Pulled from the store and payment dashboards
on 1 October.

[↑ Key Metrics](#)

1,284

ACTIVE SUBSCRIBERS

Up from 1,190 in August.

▲ +94 net new

\$24.6k

MONTHLY REVENUE

Subscriptions plus one-off gift boxes.

▲ Gift boxes: \$3.1k

4.8%

MONTHLY CHURN

Share of subscribers who cancelled.

▲ Was 4.1% in August

\$5.90

SHIPPING PER BOX

Average courier cost per shipment.

▲ Was \$5.30 before 1 Sept

Revenue is growing, but **shipping now takes 31 cents of every subscription dollar.**



Key Insight
Made with MagicSlides

October Plan

4-Step Framework

01

Quarterly plan

One box every three months at a lower price per tea.

- ▶ Price: \$64 per quarter
- ▶ Offer to 300 existing subscribers
- ▶ Track switch rate weekly
- ▶ Decide by 31 October

02

Churn calls

Ask every cancelling customer one question.

- ▶ Short exit survey in the cancel flow
- ▶ Offer a pause instead of cancel
- ▶ Review answers every Friday
- ▶ Goal: churn back under 4.5%

03

Courier quotes

Get two competing quotes before renewal.

- ▶ Ask for flat-rate small parcel pricing
- ▶ Compare tracked vs untracked
- ▶ Check lighter packaging
- ▶ Goal: under \$5.40 per box

04

Holiday gifts

Open gift orders early to spread packing.

- ▶ Launch gift page on 1 November
- ▶ Three box sizes only
- ▶ Order cut-off 12 December
- ▶ Book extra packing help

KEY INSIGHT

The quarterly plan matters most: **fewer boxes per customer** helps both churn and shipping.



Made with MagicSlides

What Customers Said

Of the 61 people who cancelled in September, 22 said they had too much tea left over. Only 9 mentioned the new price.

That points to delivery frequency, not price, as the main reason people leave. A quarterly option or an easy skip button speaks to that directly.



DECISIONS

Agreed for October

Four things to do before the November review.

- Evidence-backed insights
- 4 proven advantages
- Ready to implement

1

Launch quarterly

Test with 300 subscribers from 7 October.

NEW

2

Add skip button

One-click skip in the account page.

CORE

3

Rebid courier

Two quotes in by 20 October.

PRO

4

Gift page

Live on 1 November with three box sizes.

KEY



Made with MagicSlides