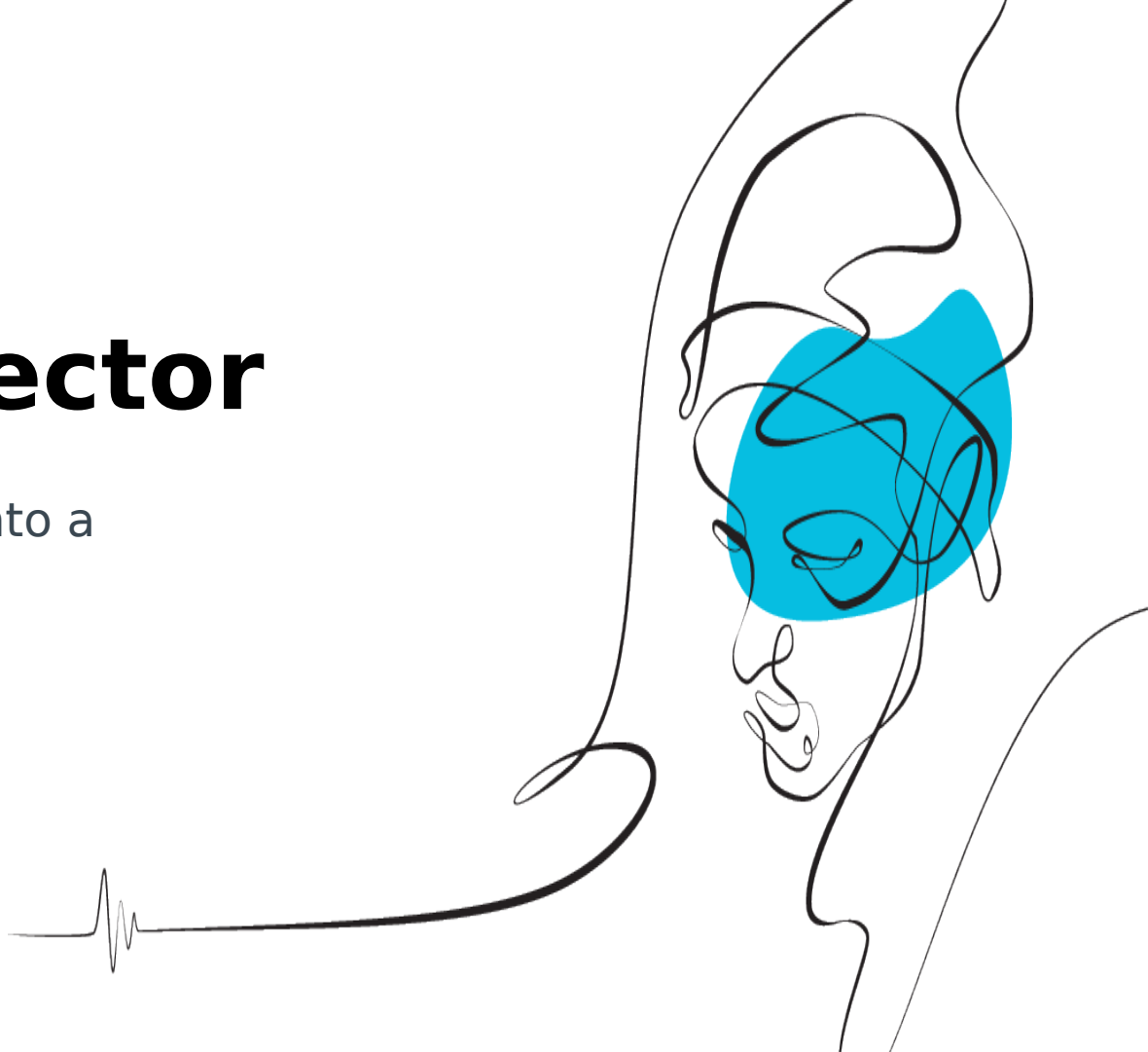


singula
decisions

Cancel Deflector

Turning the cancel button into a
save moment

Decision Moments™ in action



The most expensive click in subscription

Every "Cancel my subscription" click is a moment of decision. What happens next decides whether that subscriber's lifetime value walks out the door — or stays.

30%+

of churn is voluntary

Subscriber-initiated cancels —
addressable, not inevitable

1 click

decides the outcome

Cancel button is the highest-leverage
moment in the subscriber lifecycle

Most

operators show a static page

One offer, one tone — regardless of who
the subscriber is

Competitors built it. We can do it better.

Strategic cancellation save flows are now the headline retention feature in subscription tooling. Both Recurly Engage and Cleeng have shipped them. Singula has the better raw material — but no surfaced product. Cancel Deflector closes that gap.

What competitors do

Cohort-based logic. Show the same offer to all monthly Bronze subscribers. Same discount, same tone, same script — regardless of who the subscriber actually is or why they're leaving.

Generic. Predictable. Trains discounting.

What Singula can do

Personal logic. Subscription Scorecard, Decision Moment, viewing history, tier and content affinity all read at the cancel click. Same button, dramatically different journey per subscriber.

Right offer. Right person. Right moment.

We already know who they are.

Built on top of the Subscriber Intelligence already running on the Singula platform. No new data collection. The intelligence is sitting there at the moment of the click.

01 Subscription Scorecard™

Six health dimensions read in real time — engagement, payment, value, recency, tenure, content fit.

02 Decision Moments™

Eight subscriber moments classify intent. LEAVE, BILL, JOIN — each demands a different deflection treatment.

03 Viewing history

What they watched, when, how much, which competitions and teams. Engagement is a fingerprint.

04 Tier & tenure

Recognition matters. Generosity scales with relationship — a 4-year Gold gets treated differently from a 3-month Bronze.

05 Content affinity

Sport-specific signals: favourite teams, watched competitions, season-bound viewing. Powers the strongest deflection moves.

06 Decisioning engine

All five inputs resolve to one tailored offer at the cancel click. In real time. With clean fall-through to graceful exit.

From cancel click to saved subscriber.

A real-time, in-the-moment flow that activates when a subscriber clicks cancel. No agent, no email, no delay — the right offer, served on screen, before the cancel goes through.

1

Cancel click

Subscriber taps cancel in their account area, on app or web.

2

Read intelligence

Scorecard, Moment, viewing history, tier and affinity read in real time.

3

Diagnose

Waterfall logic resolves to one of seven diagnoses — what's really driving this.

4

Serve offer

One personalised offer matched to the diagnosis. Tier and tenure modulate generosity.

5

Save or exit

Accept saves the subscription. Decline triggers reason capture and WINBACK setup.

THE DIAGNOSIS MATRIX

Seven diagnoses. One winning offer per subscriber.

First-match-wins waterfall. Every cancel resolves to one diagnosis, which determines the lead offer. Tier and tenure then modulate how generous the offer is.

DIAGNOSIS	TRIGGER SIGNALS	LEAD OFFER
Payment difficulty	Failed payment, BILL moment, recent retries	Payment holiday — fix the billing first
End of season	Heavy season-window viewing, drop-off, season closing	Seasonal pause until the new season starts
Disengaged loyalist	Tenure 24m+, ex-heavy viewer, recent recency crash	Content-led re-engagement, free 14 days
Engaged price-sensitive premium	Gold/Platinum, healthy engagement, value signal	Tier-protected rate lock or bundle add
Price-sensitive engaged	Solid viewing, Bronze/Silver, no payment issues	Downgrade-to-save (right of return)
Never stuck	Bronze, <6m tenure, low hours, no affinity	Soft content trial — never a discount
Unclear	No diagnosis fires	Tenure acknowledgment + soft trial

THE DIFFERENCE IN ACTION

Same cancel button. Three subscribers. Three journeys.

From the live demo. Each profile shows how the same cancel click resolves to a dramatically different treatment when the system reads the subscriber's full picture.

Sarah

Gold · 4 years · 47 hrs this season

DIAGNOSIS

End of season

OFFER SERVED

Pause until 15 Aug, plus £19.99 locked for next season

James

Silver · 18 months · last viewed 62 days ago

DIAGNOSIS

Disengaged loyalist

OFFER SERVED

Three personalised picks from his viewing history, free 14 days

Nadia

Bronze · 3 months · 2.5 hrs total viewing

DIAGNOSIS

Never stuck

OFFER SERVED

Soft trial extension — 7 days free with three trending picks

Even when they leave, we win.

A graceful exit isn't a failure — it's a structured WINBACK setup. Reason capture is honest because it happens after the offer is declined, not before. And when stated reason contradicts diagnosis, a single second-chance offer fires.

Honest reason capture

Asked after the offer is declined, not before. Cleaner data — the reason given on actual cancellation is the true reason, not a stated reason that got deflected.

Second-chance branch

When the diagnosis says one thing and the subscriber's stated reason says another, a single matched alternative offer fires. One attempt only — never a cascade, never a dark pattern.

WINBACK setup

Channel preference and trigger conditions captured on the way out. Future winback campaigns activate with permission and context, not cold outreach.

Mismatch intelligence

Diagnosis-vs-stated-reason mismatch rate is itself a feedback signal. It tunes the matrix over time and surfaces patterns the platform can act on.

WHAT A PILOT LOOKS LIKE

Live in 6 weeks. Measurable from week 1.

A focused pilot on your existing subscriber base. The intelligence is already on the platform — Cancel Deflector wires it to the cancel click and surfaces the right offer.

Weeks 1-2

Calibrate

Tune the diagnosis matrix to your subscriber base. Set offer ladder and generosity tiers with your retention team.

Weeks 3-4

Integrate

Wire to your cancel surfaces — web, app, email-driven cancel links. Brand-match the deflection screens.

Weeks 5-6

Soft launch

Activate on a subset of cancellations. A/B against your current cancel flow. Measure save rate and offer fit.

Week 7+

Scale

Full rollout. Monthly tuning cycle on diagnosis weights, offer mix and second-chance triggers.

Stop sending the same offer to everyone.

Cancel Deflector turns your highest-leverage subscriber moment into a personalised save.

RIGHT OFFER

Diagnosis-led, not cohort-led.
Powered by Subscription Scorecard,
Decision Moments, viewing history
and tier.

RIGHT MOMENT

Real-time, in-the-flow. The subscriber
sees the right thing the moment
they tap cancel — not in an email
three days later.

RIGHT OUTCOME

Save the saveable. Capture clean
WINBACK data on the rest. No dark
patterns, no discounting reflexes.

hello@singuladecisions.com | singuladecisions.com

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