

singula  
decisions

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# Onboarding Orchestrator

*The first thirty days, seen as a funnel.*

A Decision Moments™ module for the JOIN lifecycle stage.  
Surface every subscriber drifting toward churn — by name, today —  
with the next-best intervention pre-loaded and one click away.



## WHY THE FIRST 30 DAYS

The JOIN moment is the single highest-leverage window in the subscriber lifecycle. It is also the least instrumented — most operators run heavy analytics on cancellation, but barely anything on the silent fade between sign-up and habit.

**67%**

### Of churn

happens in the first 60 days of a subscription

**5-7×**

### Reacquire cost

vs. retaining a subscriber already in funnel

**<3**

### Sessions / week 1

= 4× higher D90 cancellation risk

**31%**

### Day-30 hit rate

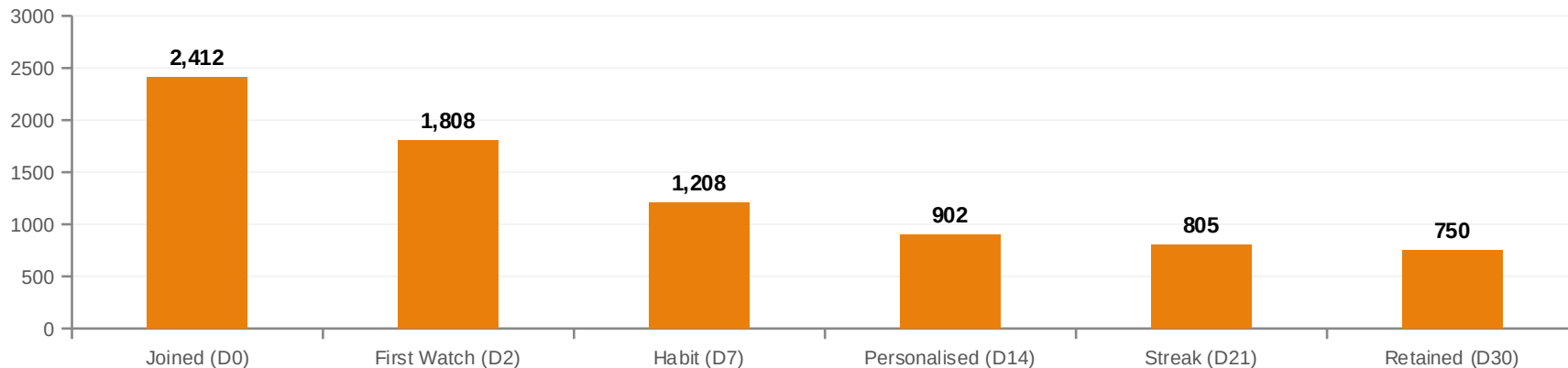
indicative pay-TV joiner cohort

## THE STRATEGIC INSIGHT

By the time a subscriber cancels, the decision was made weeks earlier — at the moment they failed to form a habit. The window to intervene is short, the signal is silent, and the cost of inaction compounds. This is where retention is won or lost.

## THE LEAK, QUANTIFIED

Across an indicative 50,000-subscriber pay-TV sample, here is what the JOIN funnel looks like. Each step is a behavioural milestone — not a payment event. The gap between cohort entry and Day-30 retention is the entire commercial opportunity.



**LARGEST LEAK — 600 SUBSCRIBERS LOST BETWEEN DAY 2 AND DAY 7**

33% of subscribers who watched once never came back for a third session.

## THE BLIND SPOT

Most operators have plenty of tools telling them who already cancelled. Almost none can name the subscribers about to — while there is still time to act.

### WHAT YOU HAVE TODAY

- Cancellation reports — who left last month
- Churn dashboards — aggregated KPIs, not subscribers
- BI queries — manual, slow, retrospective
- Predictive ML scores — opaque, hard to action
- Generic CRM cadences — one-size, not behavioural
- Save Squad calls — only after cancel intent

### WHAT'S MISSING

- Named, ranked list of subscribers about to drift
- Behavioural milestones, not just transactional events
- Explainable trigger reasoning — no black-box ML
- Pre-loaded interventions per failure mode
- Closed-loop attribution — proven recovery uplift
- Daily worklist your retention team can actually run

INTRODUCING THE

# Onboarding Orchestrator

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*A Decision Moments™ module for the JOIN lifecycle stage.*

## FOUR LAYERS, ONE SCREEN

The Orchestrator surfaces the JOIN-moment problem at four altitudes — leak, diagnosis, action, proof. Each answers the next question your retention team would ask, in the order they would ask it.

### 01 FUNNEL

#### WHERE'S THE LEAK?

A live D0 → D30 funnel showing volume drop at each behavioural milestone. Largest leak is auto-detected and pulse-highlighted. The headline read in three seconds.

### 02 COHORT

#### WHO'S LEAKING?

Cohort × milestone heatmap, sliceable by tier, source, sport. Hit-rate vs target, colour-coded. Surfaces the specific cohort × stage where the leak concentrates.

### 03 WORKLIST

#### WHICH SUBSCRIBERS?

A named, ranked list of subscribers currently drifting — with the failure mode, the reasoning, and the recommended intervention. One-click trigger to send.

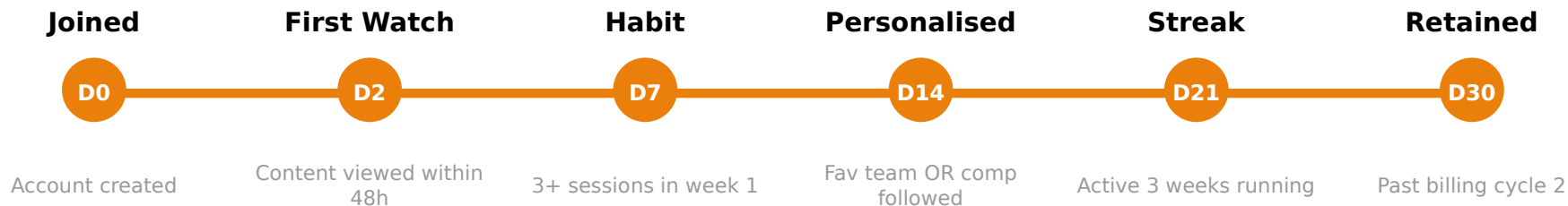
### 04 LOOP

#### DID IT WORK?

Closed-loop attribution: every triggered intervention is tracked to recovery outcome. Lift vs control cohort, MRC saved, cost per recovery — proven, not promised.

## BEHAVIOURAL MILESTONES

Every JOIN-moment subscriber is scored against four behavioural milestones — observable, explainable, defensible. No probabilistic black box. Each milestone has a tripwire rule that flags drift before the deadline.



### EXPLAINABILITY OVER PROBABILITY

Every flag carries a one-line, human-readable reason. A retention manager can read a worklist row and explain it to a CFO without needing a data scientist in the room.

### TRIPWIRES, NOT FORECASTS

Drift is detected by trajectory and inactivity rules — pace below 50% of cohort, `days_since_session > 5`. Faster to deploy than ML, easier to tune, transparent to audit.

## FROM SIGNAL TO INTERVENTION

Detection alone changes nothing. Each milestone failure mode is paired with a pre-built intervention from a shared action library — triggered in one click and dispatched to your existing campaign tool.

STAGE	FAILURE MODE	RECOMMENDED INTERVENTION	CHANNEL	EXP. LIFT
Day 2	No first watch	Welcome reissue + first-match hook	Email	+71%
Day 2	No first watch (fav team playing)	Live-now match alert	Push	+82%
Day 7	Watched once, stalled	Match alert for upcoming fixture	Push	+78%
Day 7	Single-sport viewer	Cross-sport recommendation	In-app	+59%
Day 14	Active but un-personalised	Set-your-team prompt	In-app	+49%
Day 21	High-MRC stall	Concierge support invite	Save Squad	+62%

**ATTRIBUTABLE • PRE-LOADED • DISPATCHED THROUGH YOUR EXISTING TOOLS (Braze, Salesforce Marketing Cloud, Klaviyo)**

## OUTCOMES — INDICATIVE COHORT

Modelled across our reference 50,000-subscriber dataset. The Orchestrator's value is the gap between what un-touched at-risk subscribers do (~41% naturally recover) versus what intervened cohorts do.

# +27pp

### RECOVERY UPLIFT

68% intervened recover vs 41% baseline

# £94k

### MRC SAVED / MO

Indicative monthly recurring charge protected

# £0.31

### COST PER RECOVERY

Channel-blended cost of intervention

### RECOVERY RATE BY INTERVENTION TYPE



## PILOT — 12 WEEKS, FOUR PHASES

A focused 12-week proof — connect to a single source system, calibrate milestones to your subscriber data, run a live worklist for 6 weeks, measure the lift. Decision to scale taken on real numbers, not a slide.

WEEKS 1-2	WEEKS 3-4	WEEKS 5-10	WEEKS 11-12
<h3>CONNECT</h3> <p>Read access to subscriber + viewing data. Map source events to milestone definitions. Stand up the Orchestrator instance against your sample cohort.</p>	<h3>CALIBRATE</h3> <p>Tune at-risk thresholds against your historical cohorts. Confirm intervention library mapping. Workshop with retention + lifecycle teams.</p>	<h3>ACTIVATE</h3> <p>Live worklist running in the retention team's daily workflow. Interventions dispatched via your existing campaign tool. Weekly readouts.</p>	<h3>MEASURE</h3> <p>Full cohort attribution against control. Recovery uplift, MRC protected, cost per recovery. Recommendation on production scaling.</p>
<b>DELIVERABLE</b> Configured environment + data validation	<b>DELIVERABLE</b> Calibrated trigger model + signed-off interventions	<b>DELIVERABLE</b> Six weeks of live operation + intervention log	<b>DELIVERABLE</b> Outcomes report + commercial proposal

# READY TO RUN A PILOT

*Fixed scope, fixed price, twelve weeks. Decision to scale taken on real numbers.*

## FIXED PILOT FEE

# £35k

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12 weeks, fully scoped. No hidden time-and-materials. Outcomes report and scale recommendation included.

*Optional success fee — discussed pre-pilot*

## WHAT'S INCLUDED

# End-to-end

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Hosted Orchestrator instance ·  
milestone calibration · live worklist ·  
intervention library · weekly readouts  
· attribution model.

*Production scale priced separately at pilot close*

## WHAT WE NEED

# 3 things

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Read access to subscriber + viewing data · sandbox campaign-tool integration · 1 day per week from a lifecycle/retention lead.

*First call: tech walkthrough + data fit*

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