

singula
decisions

Save Squad Workbench

The retention agent's daily tool

Part of SSM Insight | Decision Moments™ Suite



THE PROBLEM

Every saveable subscriber lost is recurring revenue gone — and reacquisition costs five to seven times more than retention. Yet most retention teams are working blind.

£1.8B

UK churn cost

Streaming revenue lost in 2025

5-7×

Reacquisition cost

vs retaining a subscriber

47%

Switched or cancelled

UK consumers in last 12 months

73%

Passive churn

From signals never acted on

THE GAP

- Retention teams know churn is the problem — but their tools weren't built for the save call
- Agents spend the call hunting for context instead of having a conversation
- Offers are picked from memory or a generic playbook — not tailored to the customer in front of them
- Outcomes are logged inconsistently, so no one learns what's actually working

WHY CURRENT TOOLS FAIL THE AGENT

A typical save call today involves three or four screens, two minutes of context-gathering, and a guess at the right offer. The agent's KPI is saves per shift — but the tools are designed for analytics, not for the save.

TODAY

- Pull customer record from CRM
- Open billing system in second tab
- Check viewing data in third dashboard
- Recall offers from memory or playbook
- Log outcome in free-text field after call
- Move to next case — start over

WITH SAVE SQUAD

- Customer is already on screen, top of queue
- Reason-to-leave shown in plain language
- Account history one click away
- Pre-ranked offers with effectiveness %
- One-click outcome logging with structured data
- Next customer auto-loaded — keep talking

SAVE SQUAD WORKBENCH

A focused agent workbench that ranks at-risk subscribers by save-value, surfaces why each one's leaving, and serves up pre-ranked save offers — so retention agents spend their shift talking, not hunting.

FOCUSED

One customer at a time. Top of queue first. No hunting.

FAST

Auto-advance on outcome. Eight seconds of clicks per call.

OPERATIONAL

Built for the agent's shift, not the analyst's report.

THE QUEUE — SYSTEM PICKS, AGENT WORKS

The agent doesn't pick who to call next. The system does — ranking at-risk subscribers by save-value and urgency, refreshing live as new high-priority cases come in.

HOW THE QUEUE IS RANKED

- Save-value: lifetime value × probability of saving
- Urgency multiplier: customers churning within 7 days surface first
- Live signals: a self-service cancel attempt jumps to the top
- Tier weighting: Platinum and Gold subscribers prioritised
- Refreshes through the day — not a static morning list

WHAT THE AGENT SEES

- 8 to 15 customers visible at a glance
- Per row: name, tier, save-value, days to churn
- Save probability shown as %
- Urgent cases marked with a pulsing red dot
- Completed cases dim and tag with outcome (Saved · £540)

THE AGENT SCREEN — 3 LAYERS OF DISCLOSURE

Designed for a six-minute call. The agent gets what they need at the speed they need it — first three seconds, next thirty, and the rest hidden until asked for.

FIRST 3 SECONDS

What they read while the call connects

Name, tier, MRC, save-value, and a one-line plain-language reason: "Likely to leave: viewing dropped 60% after Premier League final, hasn't logged in for 19 days."

NEXT 30 SECONDS

What they absorb as the conversation opens

Compact Subscription Scorecard (six health dimensions), top three signals behind the leave inference, tenure context. Enough to start the call confidently.

UNDER DISCLOSURE

What's hidden until they need it

Full viewing history, support ticket log, payment history, comms history — all behind a single "Show full account" toggle. 80% of calls won't need it.

THE OFFERS — RANKED FOR THIS CUSTOMER

Two or three save offers, pre-loaded and ranked by likely effectiveness for the specific customer in front of the agent. Drawn from the SSM Insight Action Library, scored against the customer's profile.

EXAMPLE — MARCUS, GOLD TIER, £29.99/mo

£20/mo loyalty discount, 6 months **78% effective**

WSL package add-on, free 3 months **62% effective**

Pause subscription, 3 months **54% effective**

HOW OFFERS ARE RANKED

- Drawn from the 21-action SSM Insight Action Library
- Scored on historic effectiveness for similar profiles
- Top offer highlighted — clear visual lead
- Confidence framed as "% effective for similar profiles" — never overstated
- Maximum three shown — the agent talks, not reads
- Selection logged on outcome for continuous learning

OUTCOME LOGGING — FAST LOOP

One click. One modal. Auto-advance to the next customer. The agent's whole interaction with the tool, across a six-minute call, is roughly eight seconds of clicks — leaving the conversation as the centre of attention.

SAVED

Customer retained

Captures: which offer accepted, optional one-line note. KPI tile increments. Save-value added to MRC retained.

LOST

Customer churned

Captures: structured reason (price, content, competitor, hardship), optional note. Feeds the model — what's killing saves.

PARKED

Call back later

Captures: when to call back (1 hour, EOD, tomorrow, 3 days). Customer returns to queue at the right time.

GONE

Already cancelled

Auto-flagged when a customer self-service cancels overnight. One click to remove from queue. No wasted call.

BUILT ON DECISION MOMENTS™

Save Squad isn't a generic call-list. It sits on top of the SSM Insight Decision Moments™ framework — the same intelligence that powers our broader Subscriber Intelligence suite.

THE 8 DECISION MOMENTS

JOIN	BILL	LEAVE	WINBACK
BIRTHDAY	UPGRADE	GROW	CONSUME

Save Squad focuses on the LEAVE moment — the highest-stakes intervention in the lifecycle.

WHAT THIS GIVES YOU

- Subscription Scorecard — six dimensions of customer health, refreshed nightly
- Action Library — 21 pre-built save actions, scored on historic effectiveness
- Decision Moment classification — every subscriber tagged automatically
- Open architecture — feeds your existing CRM, billing, and campaign tools
- Continuous learning — every logged outcome improves the next ranking

WHAT A PILOT LOOKS LIKE

A 90-day pilot for a single retention team. Live in weeks, measurable in MRC retained, and structured to prove the case before committing to roll-out.

01 WEEKS 1-2

Data ingest. We connect to your subscriber data (billing, viewing, support, comms) and stand up the LEAVE-moment scoring against your live cohort.

02 WEEKS 3-4

Configuration. We tailor the Action Library to your offers and incentives, calibrate ranking weights, and onboard your retention team.

03 WEEKS 5-8

Live operation. Agents work the queue daily. Outcomes log into the platform. Weekly check-ins to refine ranking and offer mix.

04 WEEKS 9-12

Measurement. Pilot review against agreed KPIs: saves per shift, MRC retained, save-rate uplift vs control. Roll-out decision.

INVESTMENT

Pilot pricing covers data integration, configuration, agent onboarding, and three months of platform operation. Roll-out terms agreed at pilot close, scaled to your subscriber base.

90-DAY PILOT

£75,000

Fixed fee. Includes integration, setup, and operation.

- Up to 10 retention agents
- Up to 100,000 subscriber records
- Weekly review and tuning
- Roll-out terms agreed at pilot close

BREAK-EVEN MATHS

If a typical save retains £540 of subscriber LTV, the pilot pays for itself at 139 incremental saves over the 90 days — under 50 per month per team.

- $10 \text{ agents} \times 8 \text{ saves/day target} = 80 \text{ saves/day capacity}$
- Even a 5% lift in save-rate covers cost in week one
- Continuous learning compounds the gain over time
- ROI measurable from day one — saves logged in real time

NEXT STEPS

01

DEMO

Live walkthrough of the Save Squad workbench against your data shape — 30 minutes.

02

SCOPING CALL

We map your subscriber data sources, agent team structure, and pilot KPIs — 60 minutes.

03

PILOT START

Signed pilot agreement. Integration kicks off the following Monday. Live in 4 weeks.

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