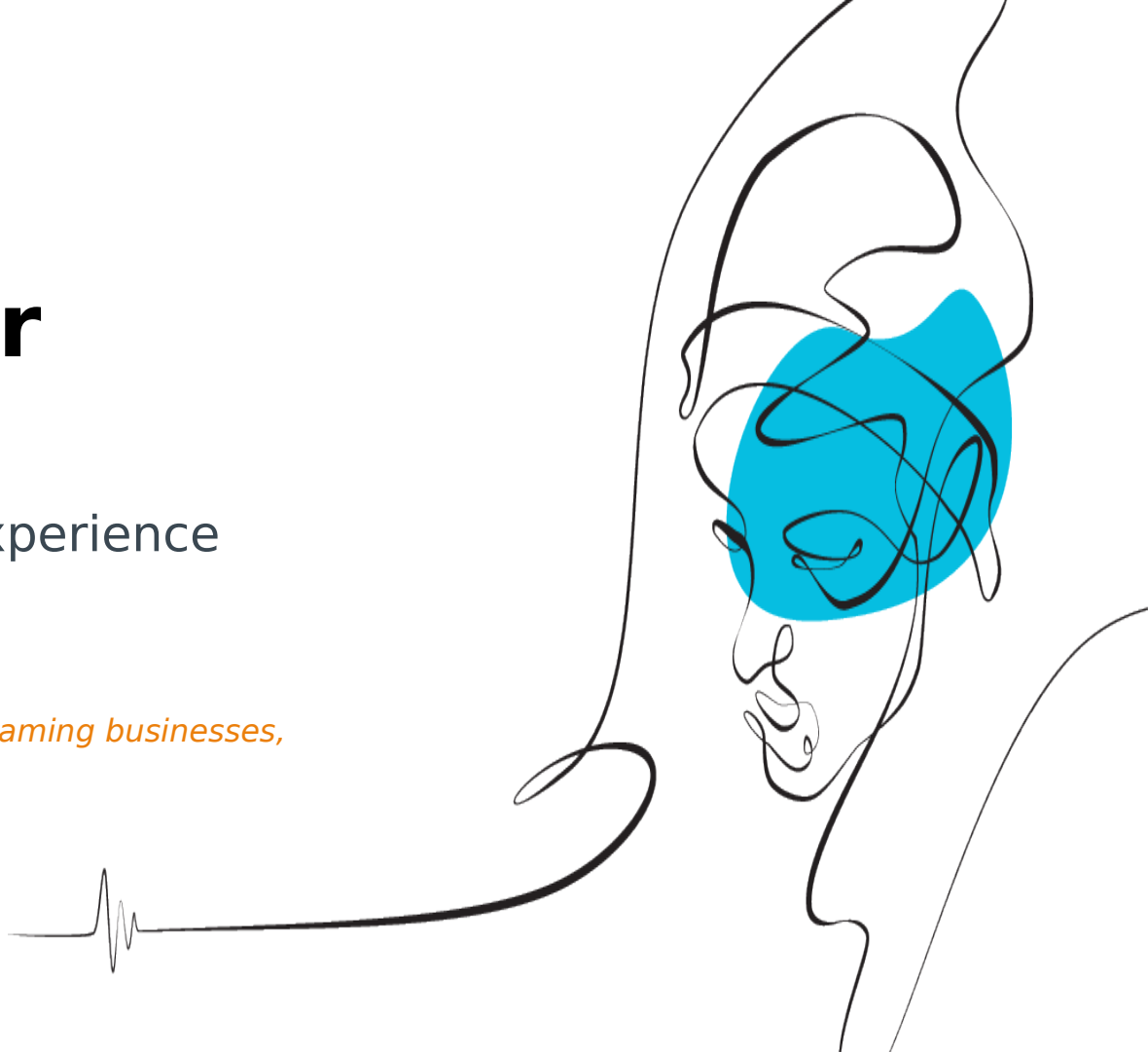


singula
decisions

The Customer Widget

Personalised subscriber experience
at a glance.

*A drop-in widget for subscription and streaming businesses,
powered by Singula Decision Moments™*



THE PROBLEM

Your subscribers are unique. Their experience isn't.

Every subscriber sees the same generic dashboard — same content, same offers, same loyalty UI — regardless of whether they joined yesterday or have been a customer for five years. Meanwhile, your business holds rich signals on each of them: engagement, churn risk, upsell readiness, lifetime value. None of that intelligence is visible to the subscriber.

MISSED RETENTION

Subscribers churning silently because no one surfaced the right save offer at the right moment.

MISSED UPSELL

Highly engaged subscribers staying on entry tiers because the upgrade case is never made to them.

FLAT LOYALTY

No reason for long-tenure customers to feel valued. Loyalty is invisible — so it's worth nothing.

One widget. Infinitely personal.

Imagine a single component on every subscriber's account page that knows who they are — what they watch, where they are in their journey, what they value, what would matter to them right now. The same widget, rendered differently for every subscriber, every time.

+15%

Engagement Lift

Surfacing relevant content drives session frequency

-22%

Voluntary Churn

Right-moment retention beats post-cancel saves

+8%

ARPU Growth

Contextual upsell at peak engagement converts

Indicative ranges — pilot data validates per-account uplift.

WHAT IT IS

A drop-in subscriber widget. Four cards. Always relevant.

The Customer Widget is a single component you embed on your account page or app home. It renders four personalised cards driven by Singula's decisioning engine — adapting to each subscriber's behaviour, tenure, and lifecycle moment in real time.

What's next for you Live · Tottenham vs Arsenal	Your Viewing 32 hours · last 30 days
MyPremier Gold · 5 mo to Platinum	A treat for you Free Premium week

WHY IT WORKS

- Real-time decisioning — every page load is a fresh decision
- Brand-themed — your colour palette, your typography, your voice
- Web and mobile responsive out of the box
- Drops into existing account pages as a single component
- No machine learning expertise required on your side

THE FOUR CARDS

Each card answers a different question for the subscriber.

01

WHAT'S NEXT FOR YOU

"What should I watch right now?"

Adaptive content card. Surfaces an upcoming live match, a half-watched series, a new season of a show they love, or curated highlights — based on viewing history and lifecycle moment.

02

YOUR VIEWING

"How much have I been getting from this?"

Engagement summary with hours-watched, last-watched, and a Jump Back In button for subscribers who've drifted. Quietly reinforces value during quiet periods.

03

MYPREMIER

"Where do I stand as a member?"

Loyalty tier badge — Bronze, Silver, Gold, Platinum — with a progress bar to the next tier. Aspirational and shiny. Makes long-tenure customers feel earned.

04

A TREAT FOR YOU

"What's the next best thing for me?"

The Next Best Action — surfaced as a customer reward rather than a sales pitch. Loyalty rewards, free trials, upgrade offers, win-back deals, all contextual.

The same intelligence. Two audiences.

Both your subscriber and your support agent need to see the right view of who this customer is. The Customer Widget ships as a pair: a curated, friendly experience for the subscriber, and an actionable, data-rich view for your CRM agents — both driven by the same decisioning engine.

CUSTOMER

Customer-facing widget

- Lives on the account page or app home
- Friendly, aspirational, brand-themed
- Drives engagement, retention, loyalty
- Self-service prompts for offers and rewards

CRM AGENT

Support agent widget

- Embedded in the agent CRM
- Account health, engagement, customer value
- Recommended Next Best Action with rationale
- Take Action button — one click to execute

HOW IT PERSONALISES

Powered by Decision Moments™.

Singula's decisioning engine classifies every subscriber into one of eight mutually-exclusive lifecycle moments. The widget reshapes itself for each — a JOIN prospect sees showcase content; an UPGRADE candidate sees a 4K trial; a LEAVE customer sees a retention offer wrapped as a thank-you.

JOIN

Never paid yet

TRIAL

In active trial

CONSUME

Active, engaged

BILL

Within billing window

UPGRADE

Upsell-ready

DOWNGRADE

Engagement falling

LEAVE

Churn imminent

WINBACK

Recoverable

Outcomes you can measure from week one.

The widget moves four needles. Each is measurable against a control cohort during your pilot, with attribution at subscriber level.

01

Engagement

Sessions per week, hours-watched, content discovery breadth — all rise as the widget directs subscribers to relevant content rather than leaving them to browse.

02

Retention

Voluntary churn falls as right-moment retention offers reach subscribers in the LEAVE moment, before they cancel rather than after.

03

ARPU

Upgrade conversion increases as the widget surfaces tier-up offers to engaged subscribers at the right point in their journey.

04

NPS

Customer satisfaction lifts as subscribers feel recognised and rewarded — the loyalty tier alone is a measurable driver of perceived value.

PROOF POINT

Live POC with a UK sports streamer.

Singula has built and deployed a working Customer Widget POC for a UK sports streaming service. Subscribers across all eight Decision Moments are classified, scored, and rendered through the widget — proving the end-to-end flow from raw subscriber data to live, personalised UI.

50,000

Subscribers

Full dataset modelled

8

Decision Moments

All states classified

20

NBA Actions

Mapped per moment

Live

Demo Deployed

End-to-end working

The same architecture is portable to any subscription business with a meaningful customer record — broadcast, OTT, telecoms, music streaming, gaming.

WHAT A PILOT LOOKS LIKE

Eight weeks. Live in production. Measurable.

A four-phase pilot, designed to prove value against a control cohort with minimum disruption to your engineering team.

WEEKS 1-2

Data Integration

Singula connects to your subscriber data via existing ETL or API. Decision Moments classifier configured for your business logic.

WEEKS 3-4

Configure & Brand

Widget themed to your design language. Card content, NBA action library, and loyalty tiers tailored to your offering.

WEEKS 5-6

A/B Test Setup

Cohort segmentation, control group defined, measurement framework deployed. Engagement, churn, ARPU, NPS instrumentation in place.

WEEKS 7-8

Live & Measure

Widget deployed to test cohort. Live measurement against control. Weekly read-outs. Decision on rollout at week 8.

Pilot first. Scale on results.

Two commercial models. Both designed to prove value before commitment.

PILOT

8-week proof of value

Fixed fee

- Data integration & moment classification
- Branded widget configuration
- A/B test framework & instrumentation
- Weekly read-outs and final business case

PRODUCTION

Annual SaaS subscription

Per-subscriber, tiered by volume

- Decision Moments engine licence
- Customer & Agent widgets
- Ongoing model tuning & refresh
- Quarterly business reviews

Let's get your subscribers a widget that actually knows them.

1 DEMO

30-minute walkthrough of the live POC, themed for your business

2 SCOPE

Discovery session to map your data, lifecycle, and success metrics

3 PILOT

8-week pilot kickoff with a contractually capped fixed fee

hello@singuladecisions.com | singuladecisions.com