

Saving a renewal at risk

Bun & Bean, a 30-site quick-service chain, six weeks before renewal. Their champion had left, usage was sliding and the ops director was asking whether to renew. Here's how I read the data and what I did.

MADE-UP CUSTOMER, FROM MY CUSTOMER JOURNEY HUB · BASED ON A REAL SAVE AT FOODOP

47%

staff active weekly, down
from 70%

11 of 30

sites under 30% active

£22,000

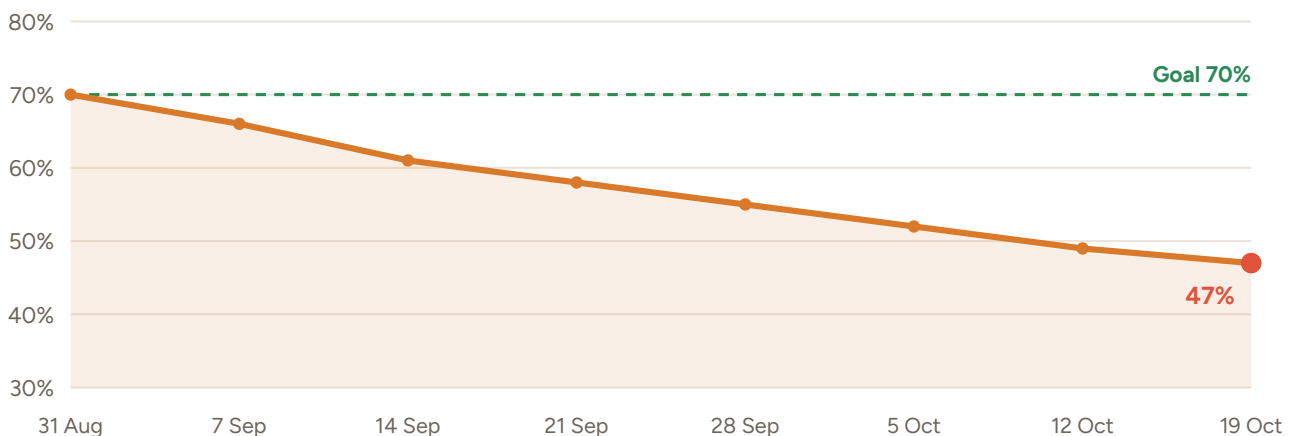
a year, renewing 30 Nov

41

health score out of 100

What the data showed

Weekly active staff, last eight weeks. The slide started the week their champion left.



Three causes, not one

- **No champion.** The area manager who drove adoption left in August. Nobody owned it.
- **A real bug.** Push notifications weren't reaching staff at 6 sites, so new posts went unseen.
- **New starters never set up.** Most of the 11 weak sites had high staff turnover since summer.

What it wasn't

- Not the product as a whole: the 19 healthy sites were still above 60%.
- Not price: nobody had mentioned cost.
- So the fix was people and process, plus one bug, not a discount.

What I did

- 14 OCT** Sent a **site-by-site usage report to Chris, the ops director**, before he raised it. Better he hears it from me, with a plan, than finds it himself.
- 14 OCT** Pushed the **notification bug to P1 with product**, with the 6 affected sites and screenshots, and told Chris the date it would be fixed.
- 21 OCT** **Renewal call with Chris.** I opened with what was going wrong and why, then the plan. We agreed a new champion, Priti, an area manager.
- 24 OCT** **Onboarded Priti as champion:** a one-hour session, the admin view, and a weekly 15-minute call with me for the first month.
- BY 7 NOV** **Relaunch at the 11 weak sites:** a 10-minute huddle at each site's briefing, every new starter set up on their first shift, and a 60-second video for staff.

What we agreed with Chris

- Back to 60% weekly active by renewal, 70% by January
- Every new starter on the app on their first shift
- A short review call on 25 Nov to decide on renewal

How I'll know it's working

- Weekly active per site, checked every Monday
- The 11 sites above 40% within two weeks
- Priti posting and assigning courses without me

What I learned: renewals are rarely lost on renewal day. They're lost months earlier, when the champion leaves and nobody notices. Now I treat a champion leaving as a red flag the same day, not at the next QBR.

The real version: at FoodOp, a chef at a busy site had stopped using the platform after a rushed first training. I went on site for a day, retrained the team around their real day-to-day, and showed them the features that saved them time. They stayed.