

A WORKED EXAMPLE

RM100

**Contribution per
incremental action**

4

Break-even actions
additional paid months

6

Minimum target
additional paid months

Illustrative figures. Formula and illustrative arithmetic

The business problem

Pravin sees cancellations but has no useful breakdown of the reasons. Suppose his usual RM30 discount reduces a RM150 month to RM120: every returning member costs him RM30 in forgone revenue, even when price was never the obstacle.

The leak continues if the original frustration remains. For Aisyah, the gym needs usable evening capacity before it needs a cheaper month.

Why the usual promotion falls short

An offer attached to a feedback request can change what people choose to say. Pravin needs their reason for leaving before deciding whether any incentive fits.

The reason for leaving shapes both reacquisition odds and second-period profitability — Kumar, Bhagwat & Zhang (2015). That supports sorting responses before spending; it does not predict this gym's results or prove that every service complaint can be repaired.

What you set up in Pixalink

How to Share a Form with a QR Code or Link

Opening scenario

Pravin looks at another quiet corner of his Cyberjaya gym while the evening class fills up. About 30 members leave each month, and his discounted comeback month brings some back briefly. Aisyah stopped coming because the 7pm classes were always full; a cheaper membership would still leave her outside the studio.

Pravin, Aisyah and the gym are fictional, and all figures in this article are illustrative. He has been spending money on a price problem without knowing whether price caused the departure. Before offering another discount, could one honest answer tell him what actually needs fixing?

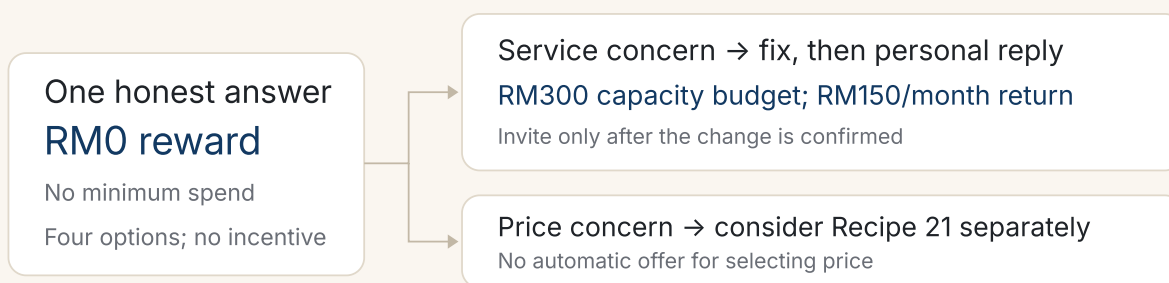
The campaign recipe

Run this feedback ask before Recipe 21's win-back ladder. The first value is being heard; any later invitation follows a relevant response, with no reward for answering.

Recipe element	Recommended starting point
Suitable industries	Gyms and recurring class businesses
Primary goal	Identify why members left before funding reactivation
Customer segment	30 former members whose memberships ended last month; Pravin checks eligibility and consent
Offer	None: one question with four options; RM0 reward cost
Validity	Ask for answers within 7 days; observe returns for 30 days from outreach; staff manage these windows
Minimum spend	None to answer; any later membership is the ordinary RM150 month
Quantity or budget limit	Staff cap outreach at 30 members and operating spend at RM400, including RM300 for extra class capacity
Main success metric	Response mix, then paid reactivation by stated reason

The question is: "What was the main reason you stopped coming?" Offer four choices: classes full, price, timing or location, and another reason. Answering unlocks a relevant personal response, not a discount; a service fix must exist before Pravin invites Aisyah back.

OFFER AT A GLANCE



RM400 trial budget: learn the reason, then fund the relevant response.

The message your customer receives

This message is fictional, like the merchant and customer. All figures are illustrative.

From Pravin's gym via WhatsApp

Aisyah, what was the main reason you stopped coming? Please select your answer in our feedback form within 7 days: [feedback form link]

No minimum spend to answer. No reward for answering.

THE JOURNEY

Follow the customer

1. **Aisyah receives a short message.** It links to one question with four options. There is no offer attached.
2. **She answers honestly.** With nothing to gain by choosing a particular option, she says the classes were full. Her answer identifies an obstacle Pravin can investigate.
3. **Her concern prompts a change.** Pravin adds a second 7pm slot after checking instructors and space. Her feedback has made a previously invisible problem actionable.
4. **She hears from Pravin personally.** He explains the added slot, and in this fictional example she rejoins at full price. Her next step is attending a class she can actually get into.

Use case: how the merchant applies it

Pravin asks 30 eligible former members to answer within 7 days, with no purchase, reward or voucher expiry involved. He keeps login required so he can connect Aisyah's answer to her customer record, and personally reviews the replies.

He reserves RM100 for outreach and review time plus RM300 for a trial second 7pm slot. He confirms usable space and instructor cover before promising the change; continuing that capacity needs a fresh budget after the 30-day trial.

For service complaints he fixes what he can and explains it personally. Price objections go to a separate assessment for Recipe 21, while timing, location and other reasons receive an appropriate reply; selecting an answer never automatically awards an offer.

How Pixalink supports the strategy

Pixalink supports the form and ties submissions to the submitting customer while **Require login** remains on. Turning it off removes the basis for treating this as identified member feedback.

Pravin controls consent and action on the answers. Automatic response routing, class scheduling and this trial's recipient or spending caps are not supported by the verified controls for this recipe; staff handle them.

Configure this in Pixalink

Use [How to Share a Form with a QR Code or Link](https://kb.pixalink.io/articles/how-to-share-a-form-with-a-qr-code-or-link) (https://kb.pixalink.io/articles/how-to-share-a-form-with-a-qr-code-or-link) for the form link. Its sign-up example allows joining without login; this feedback test keeps login required to identify existing members.

ROI taste test

Count one additional paid month per returning member within the 30-day window. Assume Aisyah pays RM150, variable fulfilment costs RM50, reward cost is RM0, and campaign operating cost is RM400 including the extra class capacity.

Calculation	Formula and illustrative arithmetic
Contribution	Cash collected - variable fulfilment cost - reward cost. Contribution per incremental action = $\text{RM150} - \text{RM50} - \text{RM0} = \text{RM100}$
Break-even	Campaign operating cost / contribution per incremental action. Break-even actions = $\text{RM400} / \text{RM100} = 4$ additional paid months
Minimum target	Break-even actions $\times 1.5$, rounded up. Minimum target = $4 \times 1.5 = 6$ additional paid months

Separate returns from additional returns

If comparable past members suggest two would return anyway, eight paid returns suggest six incremental months. That leaves RM200 after operating cost, but this small historical comparison is directional, not proof of causation.

Responses and purchases that would happen anyway are not campaign profit. Replace every assumption with actual prices, costs and behaviour; count capacity cost once, deduct refunds, and assume no guaranteed result or future renewal.

What to watch

- **KPI 1 — Response mix:** each reason's share of valid member answers; record nonresponses separately.
- **KPI 2 — Reactivation by reason:** paid returners in each reason group divided by respondents in that group.
- **KPI 3 — Incremental contribution:** additional paid months × actual contribution, less campaign operating spend.

Common mistake: attaching a voucher to the question. Pravin risks learning which answer earns a benefit instead of why Aisyah left.

Safeguard: check consent before outreach and honour refusals. [Why Some Tagged Customers Don't Get Your Broadcasts](https://kb.pixalink.io/articles/why-some-tagged-customers-dont-get-your-broadcasts) (<https://kb.pixalink.io/articles/why-some-tagged-customers-dont-get-your-broadcasts>) explains broadcast exclusions for Do Not Contact and Blocked customers; personal messages must not bypass those preferences.

Keep when at least six incremental paid months, positive net contribution and the safeguard hold. Improve one timing or question assumption in a fresh capped test if the signal is promising. Stop expansion if contribution is non-positive, consent fails or the final minimum target is missed.

YOUR FIRST TEST

Try this first

- ☐ Select 30 eligible former members and record a comparable historical return baseline.
- ☐ Cap invitations at 30 and operating spend at RM400 using a staff record.
- ☐ Use one question, four options and no offer; allow 7 days for answers and 30 days for returns.
- ☐ Record reasons, cash, refunds, costs, service changes and consent checks.
- ☐ Apply the target of six additional paid months and the keep/improve/stop rule before expanding.

Frequently asked questions

Should Pravin reward answers?

No incentive belongs in this test. Keep any later offer separate from the feedback request.

Is Aisyah's answer anonymous?

No, login remains required so the submission is tied to her. Explain that Pravin will use her answer to understand the problem and follow up.

What if the second slot costs more?

Recalculate contribution and break-even before committing. The RM300 capacity allowance is an assumption, not a quoted staffing price.

What if few members answer?

Do not assume silence means a price objection. Review the question and timing before a new small test, without treating missing answers as evidence of satisfaction.

Closing invitation

Choose one quiet group and ask what made returning difficult. Let Pravin's response to Aisyah guide the next decision: fix a real obstacle, then measure additional customer value before spending more.