



REGAIN

Lapsing Diagnosis

Whether you are a start-up that's just launched a new product or an established company with decades of experience, your customers can move to other brands. The reasons for such a shift could be many; a new product by a competitor or changes in consumer behaviour. It is critical to identify the cause quickly and correct the situation. Listening to your lapsed customers is the best way to understand the root cause.

What can we do?

Our Insight Partners can help you diagnose the reasons for customers lapsing, enabling you to take corrective actions quickly.

What is the methodology?

Our Insight Partners would typically recommend primary research among recently lapsed customers:

- Those who stopped purchasing entirely
- Those who reduced their purchases significantly
- Those who reduced their purchases to some extent

Often the key challenge is to find recently lapsed customers for an interview. Innovative fieldwork techniques may need to be used if they are not easily identifiable.

In some cases, the researcher may also need to meet loyal customers of your brand; those who continue to purchase volumes similar to before.

This segment would help bring out the contrast with recently lapsed customers. Did they also experience what lapsed customers faced? Are they likely to lapse if these issues persist?

The primary research could be qualitative or quantitative depending on the objective of the study, number of customers, industry segment, time available, and budget.

How can you use the output?

Our Insight Partners identify the root causes for lapsing, and give you recommendations that you can immediately implement to correct the situation. Some of the root causes could be:

- Decline in product quality
- Alternatives launched by competition
- Changes in customer behaviour
- Issues in product availability
- Changes in the channel that customers use to purchase products

For more details and a time and cost estimate, get a free no-obligation 30-minute consultation with InsightGig! [Click here](#) to get started, or send an email to contact@insightgig.com.

"In many situations involving service recovery - the problem itself became the catalyst for the creation of even greater trust as the companies took the issues head-on and worked through the difficult problem in a way that restored confidence."

Stephen R. Covey, Author of 'The Seven Habits of Highly Effective People'