

User Offboarding Scorecard



Transparency

/ 5 pts

- ☐ Offer a clear way for customers to start their offboarding process.
- ☐ Don't try to hide the cancel flow to trap your customers.
- ☐ Don't try to make the offboarding as long as possible (dark pattern) to discourage people from leaving your product. (2pts)
- ☐ Do not optimize for "zombie revenues" (i.e. forgotten subscriptions).

Feedback

/ 3 pts

- ☐ Ask customers why they are leaving in a way that shows that you genuinely care.
- ☐ If your product is immature, favor open-ended questions at first (vs. only checkboxes) to get as many valuable user research nuggets as possible. When you have clear converging trends for churning behavior, it's often better to offer your customers one-click answers to be respectful of their time.
- ☐ Forcing your customers to complete a churn feedback survey to cancel should typically be avoided. You should only do this if:
 - Your product is immature, and you're desperate for churn feedback.
 - The feedback interaction is inherently part of the cancellation flow (e.g., it's essential to offer the cancellation/pause alternatives to your customers)
 - It's a straightforward interaction (e.g. one-click answer).

Offers

/ 3 pts

- ☐ If appropriate, highlight alternative offers or options related to your customers' churn feedback.
- ☐ Show some flexibility (e.g., pausing, supporting struggling customers, etc.)(2pts)

- ☐ Clearly describe what will happen after they cancel.
- ☐ If you have the user data to back it up, highlight the features your customers were using the most (and that they are about to lose). The goal isn't to trick people with loss aversion but rather to remove ambiguity and address legitimate concerns.
- ☐ Highlight the concrete customer benefits related to the features they might lose. It's best to do this if you have the usage data to back up your statement.
- ☐ Don't "inflict help". If your customers got this far in their churn process, it's probably too late to *convince* them to stay. You should work upstream and better highlight the benefits of your features way earlier in the customer journey.
- ☐ Trying to convince customers to stay at this point should only be done if it's really in their best interest based on their churn feedback.



Reversibility

/ 2 pts

- ☐ Make your cancellation reversible for a certain period if appropriate.
- ☐ If the cancellation is irreversible and could have severe consequences, make sure the customer knows it. You can even use deliberate friction when it's appropriate (e.g., for a website hosting platform, you need to type the website's name to confirm its deletion.)



Confirmation

/ 5 pts

- ☐ Use a clear cancellation/deletion confirmation page at the end.
- ☐ Use this confirmation page to offer a reversal option if possible.
- ☐ Don't guilt-trip people by trying to make them feel bad about the cancellation.
- ☐ Be clear, concise, and polite. Keep the confirmation screen as simple as possible and nudge them towards the next step (e.g., if there's a confirmation email, try offering a "[Sniper Link](#)").
- ☐ Use a follow-up email that confirms the customer's account was closed. Let them know that if they ever need your services in the future, you'll be there.



Research & Improvements

/ 2 pts

- ☐ Use the customer churn feedback, data, and support tickets you've collected as a source of inspiration to improve your product.
- ☐ Do this continuously—ideally every 1-2 months. Don't just leave your churn surveys run without ever addressing the most pressing concerns mentioned.

FINAL OFFBOARDING SCORE:

/ 25 pts

- **22-25:** **A:** Great. Keep it up.
- **17-21:** **B:** Good foundation. You're almost there.
- **11-16:** **C:** Okay. Try to fix your biggest opportunities.
- **6-10:** **D:** Yikes. Go back to the drawing board with your team.
- **0-5:** **E:** Critical: Consider redoing your entire offboarding experience.



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—Dan Benoni & Louis-Xavier Lavallée