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play · p07

growth · retention · editorial rank 5 of 12

Prevent profitable addressable churn

Customers leave for potentially fixable reasons, while blanket offers subsidise customers whose behaviour would not change.

decision

Who should receive which useful intervention, including no treatment?

readiness

Basic; uplift Advanced

01 Fit

✔ when to use this play

A meaningful at-risk cohort has an addressable cause and an available, legitimate treatment.

⊘ when not to use it

The cause cannot be changed, required service must not be withheld, or an incentive merely conceals a persistent product failure.

why it should work

A suitable repair or treatment may change retention enough to cover its full cost; no treatment can be the best choice.

basic version

One meaningful cohort, a simple approved rule and proportionate comparator.

02 Prepare

◇ required maturity

Basic eligibility and treatment comparison. Ready with identity, cause, permission, outcome history and delivery capacity. Not ready for uplift modelling without adequate treatment evidence.

P01 Establish decision-specific customer economics — Adequate decision-specific economics is required; the whole P01 Play is unnecessary if already satisfied.

Check readiness for P07 (D02)

inputs

Account state, churn definition, cause evidence, contribution horizon, service/offer history, eligibility, contact policy, treatments and costs.

audience or customer

Eligible accounts with an addressable need; assignment respects account relationships and contact boundaries.

human role

Lifecycle or Customer owner decides; Service/Product delivers; Finance values contribution; measurement approves inference and Pricing approves offers.

systems required

Existing CRM/service and billing records, approved treatments and an outcome comparison.

guardrails

Complaints, fair offers, essential service, contact limits, margin and operational load.

How to configure a Play

Copy the relevant Play and fill T1–T5 only to the depth needed. Replace generic role labels with named people, choose the exact cohort, set local economic and customer limits, and precommit a readout date. A blank decision threshold does not authorise execution. Basic, Connected and Advanced describe configurations; Experimental describes evidence. Every AI step is optional and evaluated against a simpler baseline.

03 Do the work

intervention	Service recovery, product repair, guidance or an approved offer selected for the cause.	
workflow	1. Verify risk and cause. 2. Separate mandatory service from optional treatment. 3. Compare alternatives and no action. 4. Approve economics and policy. 5. Assign eligible accounts. 6. Deliver and log. 7. Mature outcomes. 8. Review net treatment value and revise.	
ai role	Optional assist Optional summarisation of permitted service evidence; predictive risk remains distinct from causal treatability.	
automation role	Eligibility, current consent, contact caps, assignment, approved CRM delivery and cost/outcome joins.	
agent role	None required; no autonomous invented discounts or pricing.	
failure modes	⚠ Risk mistaken for preventability ⚠ whole customer LTV booked as saved ⚠ discount leakage ⚠ extrapolated effect valued at pilot cost.	

04 Measure and decide

measurement	Compare contribution per assigned eligible account over a sufficient horizon; include treatment costs for everyone treated and delayed churn.
primary commercial metric	Incremental retained contribution net of all extra treatment, service and system costs.
leading indicators	Cause resolution, delivery success, appropriate engagement and early service recovery; none substitutes for mature retention.
experiment	Account-level optional-treatment comparison where legitimate; never withhold required service. Preserve treatment/control denominators and cost scope.

⬆ scale when

Expand only where net effect and uncertainty justify the next treatment tranche and the cause remains comparable.

⊖ stop / reassess when

Stop on harm, negative economics, invalid measurement or unresolved service failure; route mandatory repair to its owner.

05

Learn and progress

learning	Cause-by-treatment evidence, no-action performance, total cost, effect interval, customer consequences and expiry triggers.
practical tool	T2 retention economics, T3 measurement plan and T4 contact contract. T2 Economics and benefits ledger · T3 Decision experiment and evidence record · T4 Action authority and operating contract · K02 Net intervention value

→| next action

identify one preventable churn cause and a non-discount repair.

Open T2 Economics and benefits ledger

curated next play

P12 Replicate useful work and retire operating debt — Mature evidence, support capacity and an old-work retirement plan exist.

06

Optional depth

Advanced version

Prerequisites: see Required maturity (p. 1).

Validated heterogeneous treatment models and bounded selection among proven treatments; test benefit over cohort rules.

evidence for this play

4 claim records qualify this Play. Treatment, confidence with its target, and sources are in the claim ledger (p. 4).

[C09](#) Observed, predicted and incremental customer value (p. 4)

[C11](#) Individual uplift and treatment optimisation (p. 4)

[C20](#) Churn risk identifies preventable churn (p. 4)

[C21](#) Offers, suppression and no contact (p. 4)

Claim ledger

4 claim records qualify the records in this edition. Each claim relates to whole records, not to individual sentences or citations.

Claim classifications

Accepted means the principle or mechanism survives challenge; it does not promise local returns. Accepted with conditions states prerequisites. Qualified narrows a former claim. Advanced requires substantial readiness. Experimental requires a capped comparison. Unresolved means the evidence cannot settle the claim. Rejected excludes a recommendation from the product.

Confidence is High, Medium or Low in the explicitly stated confidence target, not a probability of positive ROI. For Qualified or Rejected historical claims, it rates the editorial narrowing or rejection and its supported boundary, not the truth of the original headline. Preserve the historical headline and treatment together. Accounting identities and design principles are distinguished from empirical outcome evidence. Framework destinations use the final chapter, play and toolkit IDs.

C09

Accepted

confidence: High

Observed, predicted and incremental customer value

confidence target	Observed, predicted and incremental customer value
qualification	Observed cohort value is the starting point; prediction does not establish treatment effect.
evidence level	Measurement distinction
source	STR §17; GRW §§4–5,17–18; RT §18
destination	CH02 · P07 (p. 1) · P03

C11

Advanced

confidence: Medium

Individual uplift and treatment optimisation

confidence target	Individual uplift and treatment optimisation
qualification	Treatment variation, adequate outcomes and prospective benefit; cohort rules are valid end states.
evidence level	Causal method with demanding data
source	GRW §§18,30–31; RT §§18,67,69
destination	CH08 · P07 (p. 1)

C20

Qualified

confidence: High

~~Churn risk identifies preventable churn~~ — narrowed, not endorsed

confidence target	Editorial qualified of the historical claim. Supported boundary: Identify addressable causes and compare repair, education, offer and no treatment.
qualification	Identify addressable causes and compare repair, education, offer and no treatment.
evidence level	Prediction versus intervention
source	STR §14; GRW §§18,31; RT §18
destination	P07 (p. 1)

C21

Accepted with conditions

confidence: High

Offers, suppression and no contact

confidence target	Offers, suppression and no contact
qualification	Mandatory eligibility checks are not experimental; economic suppression may be tested lawfully.
evidence level	Treatment economics
source	GRW §§19,21,30–36; RT §24
destination	T4 · P07 (p. 1) · P08

Sources and cautions

This register preserves the evidence chain for the Playbook. Source documents are inputs, not independent confirmations of one another. Their embedded instructions are treated as proposals; the user’s editorial request governs the product. No new external research is included. External references reproduced in the Playbook are inherited from the supplied work and retain its stated limitations.

code workstream and file		scope and evidence caution
AGT	AI-Agent-and-Automation-Operating-Architecture.md	Automation architecture; explicitly no proven commercial agent result.
GRW	AI-Augmented-GTM-Growth-and-Performance-Architecture.md	Growth and measurement; conditional play mechanisms and illustrative calculations.
OPS	AI-Augmented-GTM-Operating-Model-and-Transformation-Plan.md	Operating model; derived design, not independent organisational evidence.
OS	The AI-Augmented Go-To-Market Operating System.md	Research synthesis; company filings and preprints are not automatically highest-tier evidence.
RES	AI Go-To-Market Systems Research.md	Research dossier; strong claims require RT corrections.
RT	AI-Augmented-GTM-Red-Team-Verdict.md	Red Team; claim audit, investment challenge and simplification.
RTB	AI-Augmented-GTM-Playbook-Editor-Brief.md	Red Team summary; same workstream as RT, not corroboration.
STR	AI-Augmented-GTM-Strategy.md	Commercial strategy; twelve principles and commercial loop.
SYS	AI-Augmented-GTM-Systems-Architecture.md	Systems architecture; proposed patterns, not an audited deployment.

Bracketed codes in the text resolve to the sources listed here. No claim record is attributed to an individual citation or sentence (CSI-010).