

# RESCI



## Dollar Shave Club Retaining Lapsed Customers

### Company Background

Dollar Shave Club is a subscription-based men's shaving and personal grooming brand specializing in high quality, low-cost razor blades and shaving accessories as an alternative to expensive retail chains. Customers are able to sign up to receive blades and other grooming products for monthly home delivery.

### Challenge

Dollar Shave Club wanted to reduce churn by reactivating customers who had canceled their subscriptions. While they were able to collect data via an exit survey that prompted users to pick the reason for unsubscribing, Dollar Shave Club didn't have the internal resources to act on that information.



**“We’ve been able to successfully increase satisfaction through focused communication, while also increasing our customer lifetime value.”**

Adam Weber  
VP of Consumer Marketing,  
Dollar Shave Club

### Solution

Retention Science's Artificial Intelligence technology aggregated the custom exit survey data with Dollar Shave Club's transactional, behavioral, demographic, and customer data. Retention Science was then able to pinpoint the cadence and messaging each customer should receive, helping Dollar Shave Club execute a personalized, one-to-one campaign to maximize likelihood of re-engagement.

### Results

**60%**  
reduction in churn rate

**5x**  
increase in resubscribe rate