

singula  
decisions

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**The customer is  
about to cancel.  
You should know first.**

**Singula Wallet — Merchant-Side Retention  
Console**

*A live signal feed from inside your customer's wallet—  
with the offers most likely to save them.*



## RETENTION BLIND SPOTS

Your retention team is fighting yesterday's battle. The cancel decision happens before the cancel button is clicked — and the data driving it lives somewhere you cannot see.

**73%**

### **Decided before contact**

Cancellations decided before the customer touches your site or app

**31 days**

### **Disengagement → cancel**

Average warning window — none of which you currently see

**£287**

### **Forgotten subs / yr**

Avg UK consumer spend on subscriptions they no longer use

**9 sec**

### **Save-offer attention**

Window between cancel intent and cancel click — if you're not in it, you're out

## THE RETENTION BATTLE HAS MOVED UPSTREAM

Every consumer fintech, banking app and wallet now lets the customer review and cancel subscriptions outside the operator's flow. Your save flow only fires when the customer comes to you. Most of them never will again.

## WHAT THE WALLET SEES

Sarah Patel is one of your subscribers. She has been for two years. Tomorrow morning, she will open her Wallet and start a spring-clean. You will not see it. Singula will.

### YOUR RETENTION DASHBOARD

Status	<b>Active subscriber</b>
MRR	<b>£9.99 · Standard plan</b>
Tenure	<b>2 years 3 months</b>
Next renewal	<b>18 days</b>
Support tickets	<b>None in 12 months</b>
Risk flag	<b>None</b>

### WHAT THE WALLET KNOWS

Last viewed	<b>47 days ago</b>
Streaming subs	<b>4 active · you are #4</b>
Engagement score	<b>14 / 100 · lowest in bundle</b>
Spring-clean	<b>Engaged this Saturday 09:14</b>
Competitor signal	<b>Apple TV+ trial expires Friday</b>
Cancel probability	<b>91%</b>

## THE RETENTION CONSOLE

A live signal feed of customers about to churn — with the context they don't give you, the offers most likely to save them, and the round-trip data when you fire one.

### 01 LIVE SIGNALS

Customers approaching cancel, ranked by ARR-at-risk and probability. Refreshed in real time. Click to inspect any signal.

### 03 COMPETING SLOT VIEW

Their other subscriptions, ranked by engagement, with you positioned in their actual portfolio — intel you cannot get anywhere else.

### 02 FULL CONTEXT

Wallet-side data: tenure, engagement, last-active date, life-event triggers, the specific reason driving the moment of churn.




### 04 ROUND-TRIP SAVES

Fire an offer · it lands directly in their Wallet · they accept or decline · outcome flows back to your console in seconds.

## COMPETING FOR HER SLOT

No other retention tool can show you this. The customer's full subscription portfolio, ranked by engagement, with your service positioned in it.

Sarah Patel — streaming bundle

1	<b>Netflix</b>	£17.99		<b>92</b>
2	<b>Apple TV+</b>	£8.99		<b>71</b>
3	<b>Now TV</b>	£9.99		<b>52</b>
4	<b>Skyline+ ◀ YOU</b>	£9.99		<b>14</b>

## THE ARITHMETIC

**Sarah pays £46.96/mo for streaming.**

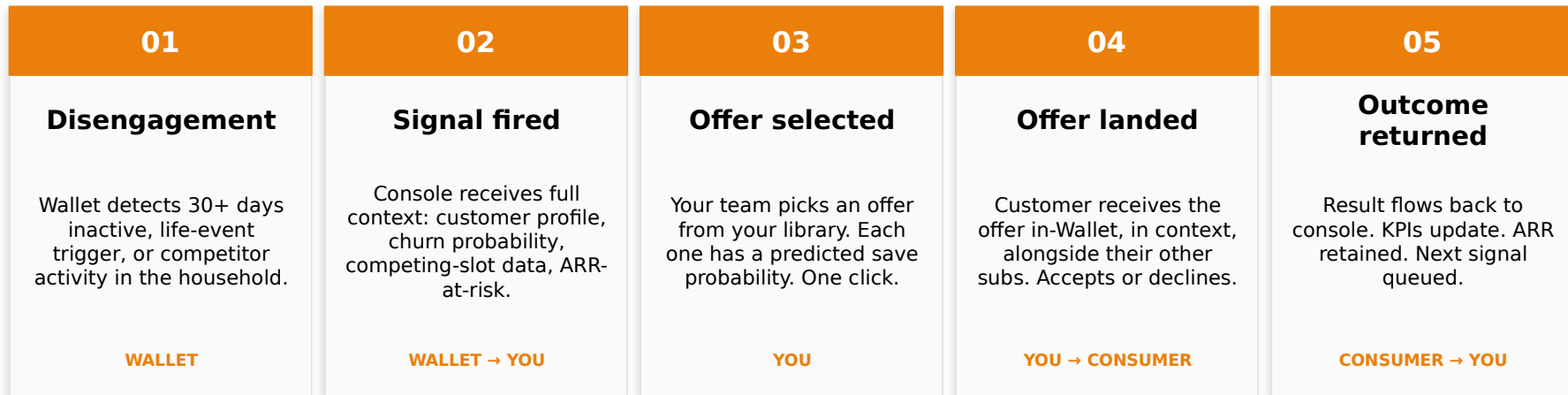
You are 21% of her spend.

You are 5% of her attention.

*The arithmetic does not survive a spring-clean.  
Without intervention, you are the cut.*

## THE SAVE ROUND-TRIP

When the Wallet detects imminent cancel, your console gets a window — typically 60 seconds — to fire a save offer that lands directly in the customer's app.



Average end-to-end response: 14 seconds · Save rate: 38% (modelled) · Avg ARR retained per save: £92

## WHAT GOOD LOOKS LIKE

Modelled performance based on industry benchmarks for save-offer mechanics in subscription retention. Pilot validation in progress with foundation operators.

**47**

**Saves / 1K subs / mo**

Net of signals received

**£4,260**

**ARR retained / day**

Per pilot operator (avg)

**38%**

**Save rate**

Vs cold-cancellation control

**14s**

**End-to-end response**

Signal → offer → outcome

### ILLUSTRATIVE PILOT OUTCOMES

Scenario A — large streamer: 17% reduction in voluntary churn vs control group over 6-week pilot

Scenario B — telco operator: £142,000 incremental ARR retained over modelled pilot window

Scenario C — sports streamer: 31% incremental save rate above existing dunning and win-back flows

## COMMERCIAL MODEL

Singula Wallet earns when you save. A platform fee covers infrastructure and signal volume; performance fees scale only with retained ARR you would otherwise have lost.

### STARTER

**£30K / yr**

+5% of save value

- Up to 100K subscriber base
- Console for 5 retention users
- Email & Slack signal alerts
- Standard offer-library templates
- 12-week pilot included

### GROWTH

**£100K / yr**

+4% of save value

- Up to 1M subscriber base
- Console for 25 users
- API + webhook integration
- Custom save-offer library
- Quarterly business review
- Joint marketing case study

### ENTERPRISE

**£300K / yr**

+3% of save value

- Unlimited subscriber base
- SSO + role-based access
- Dedicated account team
- White-label console branding
- Bespoke signal models
- 99.9% uptime SLA

*All tiers: PCI DSS v4.0 compliant · UK GDPR & DPA agreement · ISO 27001 environment · Onboarding in 4-6 weeks*

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## FOUNDATION OPERATOR PROGRAMME

We are building the network. The first five reference operators receive foundational pricing, product-input rights, and exclusive joint case studies.

### 01 INTEGRATION

Webhook endpoint to receive Wallet signals. API for save-offer execution. Two-week integration sprint with Singula engineering on standby.

### 02 OFFER LIBRARY

Eight to twelve pre-built save offers your retention team approves. We surface the highest-probability one per signal automatically.

### 03 PILOT COMMITMENT

Twelve-week paid pilot. Open metrics shared both ways. Joint go-to-market case study at the end. Right of first refusal on production rollout.

### 04 REGULATORY

Data-sharing agreement under UK GDPR. Standard DPA template provided. Four-week legal review. ICO registration on file.

# READY TO SEE YOUR CUSTOMERS BEFORE THEY CANCEL?

## BOOK A DEMO

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30-minute walkthrough of the live console with synthetic data calibrated to your subscriber profile.

## PILOT PROPOSAL

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Custom commercial structure for your subscriber base. Twelve-week pilot. Joint metrics. Full transparency.

## REFERENCE CALL

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Speak directly to a foundation operator. What they saw. What they kept. What it cost them to integrate.

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